



# S A FRUIT JUICE INDUSTRY TECHNICAL UPDATES



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In this edition we deal with 2 technical issues of importance:

**FIRSTLY** SAFJA remains committed to achieving a regulatory environment which protects both the industry and consumers. This includes implementing self-regulatory programmes to ensure that products consistently comply with our fruit juice regulations.

As part of this drive, SAFJA has worked in conjunction with Dr Marietjie Stander of the University of Stellenbosch to develop fast screening HILIC-MS methodologies. More details about the testing methods can be read in the published article: [Survey of SA fruit juices using fast screening HILIC-MS method](#)

Even though these are not yet internationally recognized test methods, SAFJA is working with the University to build confidence in these and prove their viability as cost effective screening tests to identify products requiring expensive overseas laboratory validation.

During November 2015 SAFJA conducted another round of screening tests to confirm the authenticity of randomly selected 100% fruit juices from the retail shelf. Focus was placed on the single variants of orange, grape and apple. A total of 16 samples were analysed and 3 were found to have potentially non-compliant aspects such as addition of sweeteners and incorrect fruit declarations on the label. The results in respect of these potentially non-compliant products were referred to DAFF and the product owners were in turn called on to provide explanations, further analysis if required and corrective action.

**SECONDLY** the USA has recently released their 2015-2020 Dietary Guidelines. These recommend that beverages such as 100% fruit juices which contribute beneficial nutrients should be among the primary beverages consumed. The Scientific Report of the 2015 Dietary Guidelines Advisory Committee is designed to provide guidance to help Americans consume healthy, nutritionally adequate diets. Recognized as nutritionally similar to whole fruit, 100% fruit juice has been retained as part of the Dietary Guidelines fruit group. Overall the guidelines emphasize healthy eating patterns that include nutrient-dense foods such as whole fruit and fruit juice, rather than focussing on individual nutrients and further state that up to half the daily fruit intake may come from 100% fruit juice. According to the report 75% of Americans still do not consume the recommended amount of fruit and vegetables and that juice is also a viable source of several nutrients found to be generally under consumed. 100% juice is a simple way to get more fruit into the diet.

When choosing beverages, both calories and nutrients are important considerations. Those that are calorie free or that contribute beneficial nutrients such as fat free/low fat milk and 100% fruit juices should be the primary beverages consumed within the recommended food groups' amounts and calorie limits. The report confirms the essential place of 100% fruit juice in a healthy eating pattern (<http://health.gov/dietaryguidelines/2015/guidelines>).