



EUROPEAN FRUIT JUICE ASSOCIATION

AIJN NUTRITION AND HEALTH SEMINAR

Date Tuesday 13 February 2007

Venue Crown Plaza Airport Hotel Brussels
Da Vincilaan 4
B-1831 Diegem
Phone: +32 2 416 33 33 - www.ichotelsgroup.com/h/d/cp/1/en/hd/bruzm

Presenters Guy Valkenburg and Patrick Coppens from EAS Consultancy

8.00-9.00 Welcome coffee & registration

9.00-9.15 Introduction by the Seminar Chairman
John Collins, Technical Director Gerber Juice Co. & Chairman of the AIJN Technical Committee

Aims and objectives of the day.

9.15-9.45 The Nutrition and Health Environment

Origins of the Nutrition and Health phase in food and health policy, key players, key initiatives at global, European and national level.

9.45-10.00 Impact of the Nutrition and Health debate on the juice industry

Which are the key upcoming challenges for the industry globally, at EU level and nationally and which impact could they have on the industry

10.00-10.15 JUICE BREAK

10.15 Detail on the various challenging files at EU level:

10.15-12.30 (a) Nutrition and Health Claims Regulation

- Scope, trade marks, publicity, business to business
- Nutrient profiling
- Comparative claims
- Article 13 list of generally accepted claims
- Data protection
- Other procedures (e.g. authorisation) and transition periods

12.30-13.15 LUNCH

13.15-14.00 (b) Addition of vitamins and minerals + other substances to Foods

- Scope, category restrictions
- Application of profiling
- Lists and timings

14.00-14.30 (c) Nutrition Labelling

- Recent developments (e.g. GDA's) national and EU
- Timing and likely changes to existing legislation

14.30-14.45 (d) Food Improvement Agents

- Contents of the package and main features of the proposal
- Relation with Nutrition and Health debate (e.g. sweeteners)

14.45-15.00 (e) The EU White Paper on Nutrition and Health

- Timing and key expected recommendations

For each of the above subjects an impact assessment in terms of labelling, advertising and marketing practices for fruit juices, nectars and juice drinks will be made.

15.00-15.15 JUICE BREAK

15.15-15.45 Key upcoming developments in national markets

A selected number of countries will be highlighted, focusing on the existing Nutrition and Health policy in these countries, key features, upcoming changes and likely implications.

15.45-16.45 Action Plan

How to deal with the Nutrition and Health challenges. The need for a concerted strategy, action plan and position (Nutrition and Health Beliefs of the juices industry) + timing and concrete next steps.

16.45-17.00 Conclusions of the day by the Seminar Chairman