



EUROPEAN FRUIT JUICE ASSOCIATION

AIJN/07/DIV/08

Brussels 10 January 2007

Dear Madam, dear Sir

**Re.: AIJN Seminar on Nutrition and Health**

2007 already announces itself as the Year of Nutrition and Health. Two new European Regulations on Nutrition and Health Claims and on Addition of Vitamins, Minerals and other Substances to Foods will enter into force at the end of the year. Meanwhile the EU Commission is considering a revised nutrition labeling directive and voluntary or even imposed nutrition labeling schemes are popping up all over the place. As part of the broader framework the European Parliament is expected to adopt beginning of next month the Green paper "Promoting healthy diets and physical activity: towards a European strategy for the prevention of overweight, obesity and chronic diseases" which should lead to an EU White Paper on Nutrition and Health which is bound to set new regulations in this field.

All these regulatory initiatives will change substantially the way in which fruit juices, nectars and fruit juice drinks can be labeled, advertised and marketed. Many may have a vague idea of what it means, few however know exactly what to do about it.

To better prepare fruit juice and fruit juice beverages companies for the upcoming challenges AIJN organizes on February 13 a one day seminar on "Nutrition and Health" at which the ins and outs of the new and scheduled legislation will be analyzed and applied to juices, nectars and juice drinks – with practical examples. The seminar is therefore of particular interest to legal advisors, marketing and sales staff of companies selling their fruit juice products in the EU.

The seminar is conducted by EAS, a Brussels based consultancy which offers specialist regulatory advice to leading companies and associations in the food and health sector. EAS has a proven track record which includes projects for DG SANCO on nutrition labeling as well as advising EU governments on WHO and CODEX matters. Attached you will find the detailed program of the seminar, a participation form and the resumes of the EAS consultants Guy Valkenborg and Patrick Coppens who will conduct the seminar.

Kind regards

Jan Hermans  
Secretary General