

HAPPY NEW YEAR

*After the festive
period we're back
with a bang
and ready to kick-
start 2017!*

WHAT DOES 2017 HOLD FOR FRUIT JUICE MATTERS?

The start of our first full year of country activity

In December AIJN shared the communications strategy for 2017 with the National Juice Associations and their country teams, so this month's focus is planning the exciting activity for 2017.

FJM FOCUS 2017

The strategy remains the same: working with the influential people in health and science who advise on policy or give nutrition advice to consumers, directly or via the media. We will always use credible and independent science as the basis for our communications to present a balanced picture. Knowing that the evidence shows that 100% fruit juice is good for health in moderation, our job is to convince everyone else!

The main audience is still health influencers and health professionals who give nutrition advice, with any consumer outreach targeting 'lapsed' and 'light purchasers' of 100% juice as a secondary audience. The profile of lapsed/light purchasers is country specific although, as women tend to be the family's main grocery shoppers, we anticipate they will form a good proportion of light/lapsed purchasers too.

AIJN central team continues delivering activities such as the central website, press releases and infographics. Nationally, countries have the freedom this year to use a wider range of PR tactics to suit their market's needs as long as they support FJM objectives. In early 2017 we also hope to begin fieldwork across all markets for quantitative research that will help us evaluate FJM progress, provide insights and generate media hooks.

It looks set to be a cracking year: we have more FJM partners than ever before and 14 countries now fully geared up to communicate the health benefits of 100% juice.

Countries are building their 2017 plans and sharing these with AIJN around the end of January.

STRENGTHENING SCIENTIFIC FOUNDATIONS

Centrally, 2017 is all about delivering great science resources to countries. Here's a first look at materials coming soon:

Scientific dossier (for external use) with main conclusions from the Scientific Expert Panel, on key topics such as:

- Glycaemic Index of fruit juice
- Fruit juice as a marker of a healthy lifestyle

Short videos from our scientific expert panel (SEP) members, including:

- How 100% fruit juice fits into a healthy diet, and its benefits
- The effect of juice on health
- Treating 100% fruit juice as a 'whole food'

Scientific position paper on "free sugars"



COUNTRY IN THE SPOTLIGHT: SPAIN

A survey from FJM Spain on Spanish breakfast habits found, of 2,000 participants, 64% spend less than 14 minutes eating breakfast. The team used this to highlight how orange juice is a convenient and healthy to begin the day. Local nutritionist Anna Bach gave support, hosting a media event. From this they have over 100 pieces of coverage.

Also, 75 stakeholders from media, government, industry and health enjoyed a breakfast seminar. Dr Jesús Román, president of SEDCA (the Spanish Society of Dietetics and Food Science) led the session with central dietitian Tanja Callewaert presenting a webinar on the benefits of juice.

The webinar is a cost effective way to hold an FJM event with international experts. Now many other countries want to bring this idea to their local markets. Thanks Spain!

GOOD PRACTICE, GREAT SHARING

Sharing the best ideas and resources developed in one country saves money and time for all the FJM countries.

Here are some examples of country activity you may use across FJM in 2017:

Portugal – A video on orange juice production in the Algarve

Netherlands – A video on orange juice myths

Poland - A juice education programme offering guest university lecturers and education packs

DIGITAL UPDATE

Document Sharing Platform live!

All agencies, associations and *Fruit Juice Matters* funders can use the new Document Sharing Platform. It's password-protected, with access to materials like fact sheets, content and messaging.

If you are one of our funding companies you can access all the latest resources via the platform. Get in touch for log in details.

Not a funding partner? 2017 will be a great year of activity for FJM and if you are in the juice industry you can join our initiative. That way you can get involved, use the resources and knowledge in your own communication and even influence FJM centrally or nationally.

COUNTRY PROGRESS REPORT

Countries are planning for 2017 and also delivering now:

- **Denmark:** Engaging with important stakeholders and developing materials on common juice myths. Sending out a survey in January with the Danish Association of Clinical Nutritionists to map dietitians' beliefs and use of fruit juice.
- **France:** Exhibiting at the Journées Francophones de Nutrition event. Hosting three talks about 100% fruit juice, distributing over 500 hand-outs and with over 150 visitors at their booth.
- **Germany:** December orange juice webinar with 64 participants from nutrition science-related schools, who saw it as a great opportunity to support their learning.
- **Italy:** Featured in a specialist nutrition newsletter reaching 87,000 nutrition professionals, as part of an ongoing media partnership. Finalising scientific dossier - potential for use at central level.
- **Poland:** Held lecture at 'Physiological determinants of dietary conduct' conference. Since featured in leading Polish scientific journal. During 2016 Polish FJM team attended four conferences connecting with 1,200 stakeholders.
- **Portugal:** Created a video on orange juice production to highlight the purity and freshness of 100% orange juice.

To receive this newsletter every month directly to your inbox, email your request to juicecampaign@porternovelli.be. Please also forward the newsletter to any colleagues or contacts in the juice industry. The more of us who take part, the bigger difference we can make.

Are you a prospective funder? If you want to know more about the background behind *Fruit Juice Matters* or want to hear how it is supporting our industry, please speak to your national association for more information.