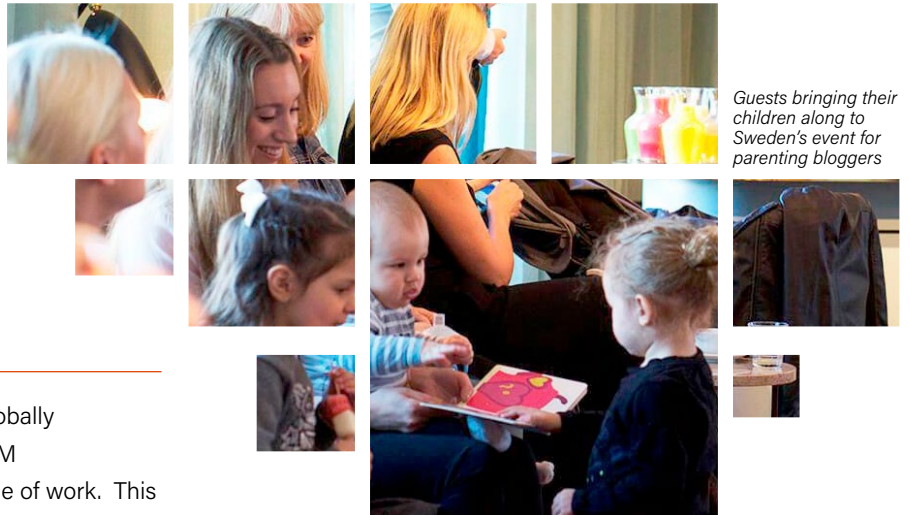


COLLABORATING ON CONTENT: MAY NEWS UPDATE



Guests bringing their children along to Sweden's event for parenting bloggers

SCIENCE IS THE KEY

FJM has a scientific expert panel – SEP – made of globally recognised nutrition scientists. The SEP supports FJM communications and has its own growing programme of work. This includes funding science to understand and fill some of the current gaps in our knowledge around 100% juice and its impact on health. A quick look at coming months:

- May: SEP members are delivering research proposals to help build the scientific evidence base. They plan to data mine existing long-term studies to tease out specific health outcomes attributable to All the activities listed are may. Augment with email list jdr sent this week.
- 100% juice.
- June: SEP meets to plan activities in the rest of 2017 and beyond
- October: Expecting initial results from SEP research
- October: Potential SEP Scientific Conference to discuss research results

LEGAL WEBINAR TRAINING: UPDATE

The webinar on legal and regulatory issues around juice communications is now live and available for FJM partners to view. If you haven't already done so, get in touch with AIJN or the central team for your access. It could be useful for any communications teams in the juice industry who want to understand what we can legally say on juice and health

If you want to get involved with FJM and gain access to great resources like this, contact your national association.



COUNTRY IN THE SPOTLIGHT: SWEDEN

April marks a rush of activity in Sweden: check out updates below!

4 April: The Swedish FJM team hosted an exclusive event for parenting bloggers, with blogger/health expert Anja Forsnor and Research & Nutrition Manager Elisabet Rytter. They led discussions on how to include fruit juice as part of a healthy breakfast. 10 prominent bloggers attended, resulting in 19 posts on social media. Swedish-speakers can catch blog posts here: [Fitness & Hälsa](#), [Lisa Abefelt](#), [Ann Söderlund](#) and [Angelica Eldh](#).

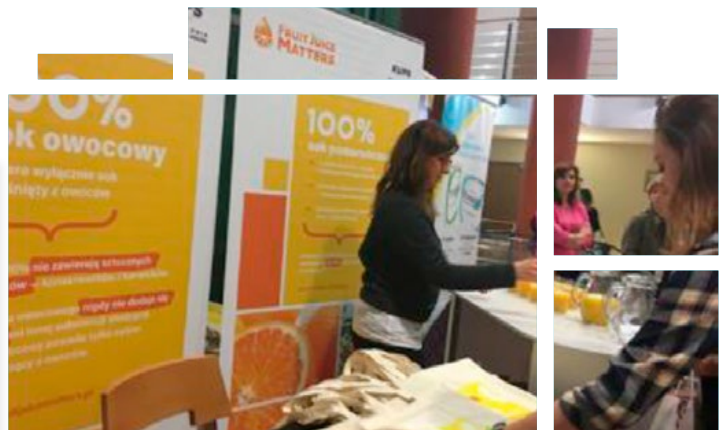
25 April: Jumping on this success, the team set up a second event as part of Stockholm's Beauty Week fair. At the opening day they served 200 guests juice. Juice bottles had a sticker with 4 reasons on why you should drink juice. They also conducted a small survey on breakfast habits. The results was presented the next day at their Juiceboost seminar with 40 guests including journalists as well as parenting and lifestyle bloggers. Here is a blogpost from the event: [Jessica Sundberg](#).

COUNTRY PROGRESS REPORT

- Denmark:** This Tuesday (2 May) Denmark held a scientific symposium with renowned experts at the University of Copenhagen. Highlight topics include myths about fruit juice (live quiz), fruit juice and diabetes & obesity, and the fructose hypothesis. 95 nutrition/scientific professionals and students attended, and 50 signed up to receive symposium presentations and FJM material. Denmark is producing videos from the symposium; one ambience video and one/a series of small interview videos with Prof. John Sievenpiper, for SoMe sharing and media outreach.
- France:** The French team is conducting media outreach and setting up Twitter and Facebook pages, to balance current negativity in the French media about fruit juice.
- Germany:** FJM Germany secured articles in HCP magazines and a trade magazine, and also a post from a HCP blogger. They are now preparing a release for nutritionists and producing a press kit, collaborating with the team in Austria. The team is attending the renowned VDD Kongress for nutrition and health professionals, a German national nutrition congress with an estimated 1300 attendees.
- Netherlands:** Our Dutch colleagues put finishing touches to a video on juice facts. Head here to take a look: <https://fruitjuicematters.nl/nl/sappigefeiten> (NL only)
- Portugal:** The Portugal team is inviting stakeholders to a juice production facility, following a successful visit earlier this year. They secured 3 meetings with key stakeholder groups, and are investigating possible joint-activities with groups who promote the Mediterranean Diet. The team is currently attending the XVI Congresso de Nutrição e Alimentação



- Poland:** Poland organised an expert lecture and Q&A session for over 100 attendees on "Selected ingredients of fruit and fruit juices and their impact on health – research review", as part of the Obesity Days event in Poland. Hosted another lecture for 300 nutrition professionals at a conference on paediatric nutrition, with the topic "Fruits and juices and their role in the correct nutrition of a child". The team distributed FJM materials in FJM packs and in conference materials across the two events



VITAMIN C

Look out for the next central press release, coming to countries this month for translation. It highlights the benefits of vitamin C for exercise, and will be published across FJM countries in June to coincide with the first day of summer.



FJM YOUTUBE CHANNEL NOW LIVE! TAKE A LOOK HERE. YOU CAN FIND VIDEOS OF OUR SCIENTIFIC EXPERT PANEL MEMBERS, AND MORE IS COMING SOON.

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 future 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.

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