Recap of the meeting with AIJN on 11.01.2023

Concerns of the European fruit juice industry on the PPWR:

- The industry welcomes the revision of the Packaging legislation in the efforts to greening the European economy and society.
- Nonetheless, concerning reusable packaging, the sector cannot, for microbiological and technical reasons, comply with the current proposed reuse targets.
- Indeed, fruit juices and nectars behave much closer to milk than other soft drinks.
- The only possible reusable packaging is glass: which comes with a costly environmental impact. Also, while glass is currently used by the industry (around 8% in the EU), it is very mostly single use.
- It is necessary for the industry to have the same rules applied to it as for milk, effectively an exemption from the reuse targets.

The European fruit juice industry is committed towards sustainability:

- The AIJN sector-wide roadmap has progressed, and the industry has decided to focus on GHG emissions. It is not the Net Zero Roadmap.
- Its aim is to calculate the European fruit juice industry’s emissions footprint, enable companies to work together and benchmark their results and provide guidelines of concrete actions to reduce emissions across the value chain and across scopes 1, 2 and 3.
- To assist us on this project, AIJN has hired a consultancy.
- Results of the data gathering and the sector footprint are expected before summer 2023 and the publication of the Roadmap for October 2023, in time for the industry’s annual Juice Summit.

The industry reiterates is total support to the EU’s Green Deal objectives, and welcomes enabling legislation such as the Sustainable Food System Framework, carbon certification schemes, Green claims substantiation and the Packaging and Packaging Waste Regulation.

We look forward to further continuation of with the Commission, especially concerning our Roadmap, and hope for the support in the future concerning the reuse targets of the PPWR.