



The British Fruit Juice Association (BFJA) is the national trade association representing the interests of the fruit and vegetable juice industry in the UK. Businesses across the entire value chain are represented, including growers, processors, packers, blenders, new product developers, distributors, transport and storage professionals, importers and those that bring risk management services to the industry.

The BFJA provides a collective voice for the industry and a focal point for knowledge-sharing, networking, up-skilling and resource-sharing amongst businesses working in the fruit juice industry.

BFJA Member Benefits



Shape the sector: Opportunity to influence and shape the sector as well as the Industry's response to Government legislation and policies. The BFJA provides a common industry view on technical and social issues relating to fruit juice, to the media, politicians and other interested groups and your participation is important.



Lobbying: Your interests are represented both at UK and European level, ensuring that the industry's perspective is always considered and the impact of regulations is understood.



Sustainability: Tap into the BFJA network's expertise and knowledge on sustainability. Attend our regular webinars on sustainability-related topics and access all our sustainability resources.



Events and networking: Opportunity to attend the BFJA's annual Symposium and other relevant events to network with the industry and hear about topical subjects.



Knowledge transfer: Learn and share a wealth of knowledge about the industry, from technical standards to best practice and legislation.



Resources: Access to material such as factsheets on nutritional information about fruit juice, helping you educate your audiences about fruit juice.



Fruit Juice contacts: Inclusion on and access to BFJA's directory of members and contacts in the fruit juice industry.



Partnership with similar associations: A strong working relationship with the British Soft Drinks Association (BSDA) who we work together with and share resources on are where our interests align. Partnership working with organisations like the Fruit Juice Science Centre, Citrus UK and other fruit juice associations from around the world.



Membership of AIJN & IFU: Benefit from the BFJA's membership of the European Fruit Juice Association (AIJN) and the IFU (International Fruit and Vegetable Juice Association) by accessing their webinars and resources on industry- related topics.



A monthly newsletter: To keep you up-to-date on all the latest from our industry.

A few recent successes:

- Successfully lobbied the Government to ensure a zero import tariff on orange juice from the EU for a 2 year period (from Jan 2023-Dec 2024). We have subsequently applied for import tariff suspensions on many other fruits, following consultation with our members.
- Ongoing work with Government on the Trade and Cooperation agreement (TCA), which is the free trade agreement between the UK and the EU. We lobbied for what should be included in the agreement, including on rules of origin to ensure that the UK Fruit Juice industry faced no disadvantage after departure from the EU.

- Created a Sustainability Working Group, consisting of interested members with expertise in different areas of sustainability. The Group meets to brainstorm some of the key areas affecting our industry and discuss solutions with the objective of sharing knowledge with the wider membership. The Group, which consists of businesses across the whole value chain, has contributed to create the following resources, which are for all our members:
 - A list of all relevant external organisations/accreditations etc members work with and recommend
 - Guidance on how to write a Modern Slavery Statement
 - Guidance and tips on managing supply chains
- Organised a free webinar with external speakers on “Understanding, measuring and reducing our carbon emissions.” The webinar was well attended and members fed back to say they found it very useful and took away some practical ideas to suggest in their own organisations.
- Arranged a visit to Pixley Berries farm, a BFJA member, to understand what sustainability initiatives they have in place plus any challenges they face. Those attending the visit found it very interesting and insightful.
- Our annual symposium this year was back to its normal attendance since the Covid pandemic. Around 80 members joined for the networking, the presentations on the theme of Supply and Demand Trends for Fruit Juice: What is the Future of the Industry? And of course the fantastic food.



**PLEASE CONTACT US FOR FURTHER INFORMATION
OR IF YOU ARE INTERESTED IN JOINING US**

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