



To the attention of Ms Claire Bury, Deputy Director General, DG SANTE, European Commission

Dear Ms Bury,

[AIJN – European Fruit Juice Association](#) is the voice of the entire fruit juice supply chain - from fruit processors to packers of consumer products - since 1962. Committed to building a sustainable and healthy global food system, AIJN supports the European Commission in creating a favourable policy environment that lays down an institutional foundation for responsible fruit juice production and consumption.

Tackling the challenges of greatest concern to European consumers and communities requires legislative as well as voluntary actions from businesses. In this spirit, the fruit juice industry has taken decisive steps towards providing healthy and environmentally friendly products to consumers. AIJN is, therefore, proud to sign the EU Code of Conduct as a milestone in the transition towards responsible business and marketing practices. Building on the association's sustainability work from the past years and aware of its role in the industry, AIJN pledges to:

- **Endorse** the aspirational objectives of the Code (if applicable);
- **Promote and disseminate** the Code within its membership;
- **Encourage** its members to align their business and marketing practices to the aspirational objectives and targets of the Code;
- **Provide**, on an annual basis, **a report of its activities** in support of the Code;
- **Continue to engage in dialogue** with other food chain actors and EU and international policy-makers to forge new relationships, exchange good practices and learn from each other.

AIJN is glad to support its members in their contribution to:

- **Healthy, balanced and sustainable diets for all European consumers**, aligned with aspiration objective #1. The fruit juice industry is contributing to this objective by continuously encouraging increased fruit and vegetable consumption, promoting sustainably-produced food products and improving sustainable food consumption patterns through engaging in product reformulation (reduced sugar content) practices wherever possible.
- **Preventing and reducing food loss and waste**, aligned with aspiration objective #2. AIJN and the EU fruit juice industry are committed to raising awareness of food loss and promoting material efficiency, both within internal operations and across the fruit juice value chain.
- **A climate neutral food chain in Europe by 2050**, aligned with aspiration objective #3. AIJN is currently in the process of coordinating and building a net-zero Sustainability Roadmap, the first sector-wide initiative of its kind for the fruit juice industry. Following a science-based approach, AIJN is committed to reducing net emissions from own operations and meeting EU GHG reduction targets by 2030 and 2050.

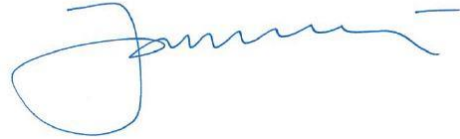
Convinced that responsible business practices, environmental protection and social integrity are key to long-term success, AIJN is looking forward to contributing to the achievement of the sustainability

and health goals of the EU Farm to Fork Strategy, the EU Green Deal and the UN Sustainable Development Goals.

Kind regards,

A handwritten signature in black ink, appearing to read 'Wouter Lox', written over a grid of horizontal and vertical lines.

Wouter Lox
AIJN Secretary General

A handwritten signature in blue ink, appearing to read 'José Jordão', written in a cursive style.

José Jordão
President of the AIJN Executive Board