

Juice Australia: Membership Benefits

Juice Australia [JA], a dedicated division of the Australian Beverages Council [ABCL], proudly represents the processing, converting, and packaging companies that produce fruit juice, vegetable juice, juice drinks, fruit cordials and juice blends.

JA has a strong commitment to promoting clarity in labelling, fair trade, and consumer awareness and is a consumer-facing arm of the ABCL.

Membership benefits of the ABCL and JA include:

- ✓ **Marketing Collateral:** JA Members receive access to juice factsheets and other marketing collateral as part of their membership;
- ✓ **Industry Intelligence:** access marketing intelligence and Member-only discounts to relevant conferences, meetings and events;
- ✓ **Social Media:** JA has a vibrant social media presence via its Facebook page, supporting industry Members and positively representing the products they sell;
- ✓ **Dedicated Juice Micro-website:** A dedicated consumer microsite just for juice, housed on the ABCL's website;
- ✓ **Regulatory Updates:** JA Members are kept abreast of the myriad of changes that can have an impact on the products or services they provide to the market;
- ✓ **Policy Reform:** participation in the development of industry submissions, responses to government discussion papers and regulatory review processes;
- ✓ **Technical Advice:** dedicated technical support for advice and assistance, access to industry factsheets, as well as a vast array of industry expertise through the ABCL's Technical Committee;
- ✓ **Industry Updates:** regular industry and market updates as well as broader domestic and international economic insights;
- ✓ **International Connections:** access to a global beverages network of affiliates in both developed and developing markets;
- ✓ **Networking:** access to an extensive network of industry professionals in leading multi-national and domestic companies;
- ✓ **Professional Development:** access to a range of leading development opportunities such as specialist seminars, presentations from global experts, industry-specific workshops, and our certified plant operator training (CPO) at discounted rates.

Further info?

To discuss becoming a Member of the ABCL to unlock the benefits of joining Juice Australia or for further information, please contact the Australian Beverages Council on +61 2 9698 1122 or email info@ausbev.org

Fast facts for consumers

What is a serve of fruit?

- 1 medium apple, banana, orange or pear
- 2 small apricots, kiwi fruits or plums
- 1 cup diced or canned fruit (no added sugar)

Or only occasionally:

- 125ml (½ cup) fruit juice (no added sugar)
- 30g dried fruit (for example, 4 dried apricot halves, 1½ tablespoons of sultanas)

What is juice from concentrate?

Depending on the technique, the juice is either heated by steam so the water in juice evaporates, or 'ultra-filtrated', and then concentrated using reverse osmosis. Reverse osmosis is a purification process that uses a partially permeable membrane/filter to remove large unwanted particles by applying an pressure.

To bring the concentrate back to its previous form, water is added to reconstitute the product to an agreed standard (brix). Finally, the juice is pasteurised before packaging.