



# Technical Guidance for Juice Processing

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# Regulatory Overview

## Introduction

This guidance is intended for Manufacturers and other businesses that use and produce fruit and vegetable juices and products.

These notes provide information on current legislation for products sold in Australia, including the Australia New Zealand Food Standards Code [the Code], and guidance from Codex, the Australian Competition and Consumer Commission [ACCC], and the EU Directive, and a glossary of terms that are widely used by the juice industry.

The purpose of this document is to provide guidance on processing, reconstitution, packaging, marketing and labelling of juice products. The information is for guidance only, and compliance with all applicable laws and regulations is the responsibility of the business offering the food for sale.

## Fruit Juice Legislation

### Food Standards Australia New Zealand and the Food Standards Code

Food Standards Australia New Zealand [FSANZ] develop and administer the Food Standards Code [Code]. The Code sets standards for regulating the use of ingredients, processing aids, colourings, additives and vitamins and minerals, as well as labelling for both packaged and unpackaged food. These standards are legislative instruments enforced by the Australian states and territories and, in New Zealand, by the Ministry for Primary Industries [MPI].

FSANZ develops standards in the Code in consultation with other stakeholders and government agencies, such as the Australia and New Zealand Ministerial Forum on Food Regulation [the Forum] which sets policy guidelines.

The Code includes the general labelling and information requirements that are relevant to all foods and specific labelling and information requirements that apply to certain food products only.

In addition to the Code, all representations made about food are subject to fair trading laws and food laws in Australia and New Zealand, which prohibit false, misleading or deceptive representations (for further information see Truth in labelling, weights and measures and legibility).

More information on a range of labelling topics is available below:

- [Country of origin labelling](#)
- [Food allergies and intolerances](#)
- [Ingredients list and percentage labelling](#)
- [Nutrition, health and related claims](#)
- [Truth in labelling, weights and measures and legibility](#)
- [Warning and advisory statements](#)

In Australia, fruit juice, juice blends and vegetable juice are defined in the Code, [Standard 1.1.2 Definitions used throughout the Code](#), with specific requirements set out in [Standard 2.6.1 Fruit Juice and vegetable juice](#). Additionally, [Standard 2.6.2 Non-alcoholic beverages and brewed soft drinks](#) sets out the definition of 'fruit drinks' and compositional requirements.

As defined by the Code, juice can either be the liquid portion (with or without pulp) obtained from a fruit or vegetable, or the endocarp only of citrus fruit, excluding lime and includes a product that is obtained from concentrating juice and then reconstituting it with water.

While the Code sets compositional requirements for juice, it does not provide information about parameters for reconstitution of juice concentrate to single strength. Manufacturers and other businesses may choose to use other guidance such as EU and Codex guidelines for these parameters, which set out additional information to assist beverage manufacturers with consistent practices.

#### ***Permitted additives***

The Code sets food additive permissions in [Standard 1.3.1 Food additives](#) and the permitted substances that can be used as food additives for fruit and vegetable juices and products can be found in [Schedule 15 Substances that may be used as food additives](#).

[Standard 1.2.4](#) sets the information requirements for ingredients lists and **Section 1.2.4 - 7** describes how to declare food additives.

The Code also sets vitamin and mineral fortification permissions for Juice in [Standard 1.3.2 Vitamins and minerals](#) and [Schedule 17 Vitamins and minerals](#).

## Codex Standard for fruit juices and nectars

[Codex Stan 247-2005](#) is an international standard for fruit juices and nectars, and defines the reconstitution of fruit juice from concentrate.

The Codex standard and the European Fruit Juice Association [AIJN Code of Practice](#) provide the minimum Brix values for fruit juices from concentrate.

The preparation of fruit juice that requires reconstitution of concentrated juices should be in accordance with the **minimum Brix level or more** established in the [Annex of Codex Stan 247](#), exclusive of the solids from any added optional ingredients and additives. If there is no Brix level specified in the Annex, minimum Brix shall be calculated on the basis of the soluble solids content of the single strength juice used to produce such concentrated juice. Examples of how to calculate the °Brix value of reconstituted juices are in the *Methodology for the Reconstitution of Juice document*.

## EU Directive

The composition and quality of fruit juices are covered by a specific European Fruit Juice [Directive](#). This Directive stipulates the specific characteristics of fruit juices and fruit-based drinks to guarantee quality in the European market. It only applies to food sold in EU but is useful guidance for Australia in the absence of other information.

It defines the composition of the various products that can be produced, including not only fruit juices, but also dehydrated fruit juice and fruit nectars, and water extracted fruit juice.

It specifies the criteria for various products, including which fruits can be used, their minimum content, what ingredients can or cannot be added and how these products must be designated on the label. Some countries may prefer to defer to Codex rather than the EU Directive.

## Labelling

### Food Standards Code nutrition content claims and health claims

Nutrition content claims and health claims are voluntary statements made by food businesses on labels and in advertising about a food.

[Standard 1.2.7](#) *Nutrition, health and related claims* sets out the requirements for food businesses choosing to make nutrition content claims and health claims.

**Nutrition content claims** are claims about the content of certain nutrients or substances in a food, such as **good source of vitamin C**. These claims must meet certain criteria set out in the Standard.

**Health claims** refer to a relationship between a food and a health effect rather than a statement of content, of which the requirements are set out in the Code. If a nutrient or health claim is not in the Code, it is not permitted unless self-substantiated.

Food businesses making general level health claims on a product are able to base their claims on one of the more than 200 pre-approved food-health relationships in the Code or self-substantiate a food-health relationship in accordance with detailed requirements set out in the Code, including notifying FSANZ. See the [notification list](#).

### ACCC Food Descriptors Guideline

The [Guideline](#) provides guidance on the key principles of misleading and deceptive conduct such as:

- overall impression
- qualifying claims
- images and pictures
- comparative and equivalence claims e.g. 'X % equivalent to fresh fruit'
- food and beverage descriptors

- representations about food e.g. 'concentrated', 'sweetened'
- food type assurance claims e.g. 'vegan'
- process/preparation/production claims
- standard/style/select claims e.g. 'pure', '100%', 'fresh' and 'natural'.

The guideline also complements the Food Standards Code. It is important that Manufacturers comply with all laws regarding food and beverages.

## Food Descriptors and terms

### Single strength juice

Is a term assigned to juice at its natural strength, either directly from the extraction process or in its reconstituted form.

### A concentrated juice

Is a product that has been concentrated by the removal of water in a sufficient amount to increase the °Brix level to a value of at least 50% greater than the °Brix value established for reconstituted juice from the same fruit, as indicated in the [Codex Stan 247-2005 Annex](#).

### Reconstituted juice

Is a product produced from a juice concentrate that has been diluted with the same amount of water that was taken away during the concentration process.

### Juice concentrate

Is produced commercially by concentrating juice to a defined °Brix by evaporation.

### Evaporation

The process of removing water from juice by heat.

### "Representation"

Representation is any statement or impression made or implied about a product.

This includes:

- any particular claim made in writing or verbally;
- any advertising associated with the representation; or
- any important facts that the manufacture has left out.

The representation of a food should:

- describe the true nature of the food;
- not be false, misleading or deceptive to consumers and should not be used in a manner which creates unfair trading advantages; and
- not include contradictory information about the food.

These are guidelines only and manufacturers should refer to FSANZ and the ACCC for further reference.

Read a [case study](#) in which the ACCC considered that the labelling of a juice was misleading.

### Substantiation

Ensures all representations comply with applicable laws and regulations and are truthful, not misleading and are adequately substantiated.

Food businesses are strongly encouraged not to make representations based on opinions unless they know these are true and have supporting evidence to substantiate all claims.

It is the responsibility of Manufacturers to decide what substantiation is necessary for a particular representation. Options include, [but not limited to] analytical determinations and written records of facts.

### Proportion of Ingredients

The name or description of a product should be an accurate representation of the food. It is therefore important for food businesses to

consider the proportion of ingredients when naming a product.

[Standard 1.2.4 - 5](#) of the Code *Information requirements statement of ingredients* states that within an ingredients list, all ingredients must be listed in descending order of ingoing weight.

Ingredients mentioned in the name of the food can be considered as characterising ingredients. The Code sets requirements for characterising ingredients in [Standard 1.2.10 Information requirements – characterising ingredients and components of food](#), and states that the percentage by weight of a characterising ingredient or component is to be declared on the label.

In addition to this and specifically for Juice Blends, [Standard 1.2.1—8 Requirements to have labels or otherwise provide information](#), states that the name and percentage by volume of each juice in a juice blend is required to be declared.

#### “Pure”

A food may be described as "pure" if that food is a single ingredient food that contains no additives or processing aids.

A food that contains anything other than that actual ingredient should not be described as "pure".

Each ingredient of a mixed food may be described as "pure" if the ingredient is a "pure" single ingredient food and the final food does not contain any food additives or processing aids.

#### “100%” (similar to pure)

Should not be used on a label of a product or advertising of a product

- which contains concentrates or has been reconstituted, unless such products are labeled (on the front panel and in association with the product name) with either of the following qualifications:

- 100% Reconstituted Juice, or
- 100% Juice Made from Concentrate; and

- which contains preservatives or additives or processing aids, e.g. if vitamin C is added, no 100% claim is permitted.

#### “Natural” & like terms and representations

“Natural” claims imply that the product is made from natural ingredients, i.e. ingredients nature has produced, not man-made or interfered with by man.

The Macquarie Dictionary definition of “natural” refers to: something that existed in or was formed by nature, i.e. not artificial; or something that is based on the state of things in nature, i.e. constituted by nature; or is true to nature; or closely imitating nature.

A “natural” food or ingredient of a food may or may not contain any food additive and may not have any constituent or fraction removed or significantly changed.

It is important to check and confirm that ingredients are natural so that the claim can be substantiated, for example, for a natural flavour it may be more appropriate to state “contains natural juice and natural food additives” or “contains all natural ingredients”. This description would be more consistent with the limitations under the “pure” descriptor.

#### “Organic” & like terms and representations

Generally, "organic" or "organically grown" is understood to mean grown without the use of chemicals, such as inorganic fertilisers.

It is recommended that food businesses labelling their products as "organic" and like terms have available certificates of compliance or similar from their suppliers. This is also applicable to manufacturing practices of the juice supplier. Products making ‘certified Organic’ claims must be certified by an approved certifying organisation.

### "Fresh squeezed" & "freshly squeezed"

The terms "Fresh squeezed" and "Freshly squeezed" should be reserved for products squeezed in the presence of the consumer for immediate consumption. There is no ACCC guideline for these terms.

### "Fresh juice"

For the terminology "Fresh" to appear on a label or advertising describing the juice, it implies that the product meets the following criteria (there may be other factors that must also be met):

- Not contain preservatives or additives (other than Vitamin C)
- Not contain reconstituted juice or juice concentrate
- Not contain frozen or aseptic stored juice.
- It may be subject to post extraction process, providing that process is clearly mentioned on the label<sup>#</sup>
- For example, if a juice product has been subjected to pasteurisation yet conforms to all other requirements in this table for "Fresh juice", it may be labelled as such providing there is a mention that the product has been pasteurised at some point on the label
- It must not have a shelf life greater than 28 days from "date of extraction".

<sup>#</sup> This requirement conforms to the Australian Competitive and Consumer Commission's (ACCC) "[Food descriptors guideline to the Trace Practices Act](#)" [November 2006](#).

### "Not from Concentrate"

For the term "Not from Concentrate" to appear on a label or advertising describing the juice and ingredients, then the product must meet the following criteria:

- not contain reconstituted juice or juice concentrate
- may have additives or processing aids as permitted by the Code
- may be subject to post extraction process.

### "Squeezed daily"

Packed on the same day as it was squeezed.

## Country of Origin labelling

Country of origin labelling [CoOL] requirements for food are in the Country of Origin Food Labelling Information Standard 2016. The labelling requirements are part of Australian Consumer law, not FSANZ.

Under these requirements, juice is considered a priority food and must carry a CoOL. The kind of origin claim that can be made about a food under the Standard will vary depending on where it was grown, produced, made or packed. It is important that Manufacturers understand these key terms so that they can make accurate claims about their products.

"Grown in Australia" label may be applied to fruit juices if all the fruit was grown in Australia and all [or virtually all] of its processing occurred in Australia.



Resources are available:

- [website](#)
- a business guide [Country of origin claims and the Australian Consumer Law](#)
- an [online decision tool](#) that helps you to choose the right label to download
- a style guide for guidance on how to apply the labels
- a [library](#) of design elements that you can personalise for your own labels.

The Australian Competition and Consumer Commission (ACCC) website explains how to:

- [make a country of origin claim](#); and
- label food.



## Container Deposit Scheme

While the rules vary from state to state for Container Deposit Legislation, also known as Container Deposit Scheme [CDS], most beverage containers between 0.15 Litres and 3 Litres in volume are eligible for a 10-cent refund, with some exceptions.

### Refunds

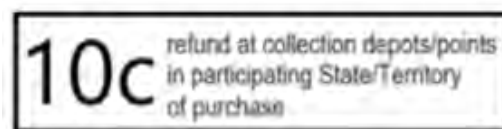
Not all beverage containers are eligible for a refund. As a general rule, Fruit/Juice-based drinks (less than 90% juice) under 3 Litres and Pure fruit/vegetable juice under 1 Litres are eligible.

Pure fruit/vegetable juice (containing at least 90% fruit juice and/or vegetable juice) of 1 Litres or more are not included in the Scheme and, therefore, do not qualify for a refund.



Additionally, approved refund marking is required by law, and each statement has size requirements for both the numbers and wording.

For example, the [NSW refund marking](#) has been agreed to by all other states and territories that have CDS.



Note: The numeric (10) in the statement must be a minimum of 3 mm and the wording a minimum of 1.5 mm (i.e. the smallest letter in the statement must not be less than 1.5 mm).

## National Trade Measurement Regulation

This [regulation](#) in Part 4 regulates such things as the marking of name and address [Division 4.3] as well as general requirements for the measurement marking (i.e. volume statement) [Division 4.4]. It outlines the position of the measurement marking, set-out and form as well as size.