

AIJN rationale for recommended portion size for fruit juice in relation to GDA nutrition labelling

The European Fruit Juice Association (AIJN) has been representing the manufacturers of fruit and vegetable juices, nectars and other juice-based products, in Europe since 1958. The AIJN membership counts 18 national fruit juice associations from 15 EU Member States, several national associations from non-EU countries, a large number of individual companies and international associations active in the fruit and vegetable juices and nectars industry.

In 2007 the AIJN adopted a Voluntary Guideline Daily Amount (GDA) nutrition labelling scheme. The scheme applies to all pre-packaged fruit juice products within the area of responsibility of AIJN: fruit juices and related products as defined by Directive 2001/112/EC and fruit nectars (minimum 25% juice content).

For the purpose of this scheme AIJN defined the following portion size standards:

- For single-serve packs, the whole pack constitutes one serving.
- For multi-serve packaging, an individual serving size is 200 ml, e.g. 1 litre = 5 x 200 ml servings, which makes 200 ml a practical measure for a standard 1L packaging.

In addition, one portion of fruit juice counts as one of the recommended daily intake of 5 portions of fruit and vegetables. It is generally accepted that one serving (6 ounces) of 100 % fruit juice counts as one portion of the 5 portions of fruit and vegetables which are recommended for daily intake.ⁱ Therefore it makes practical sense to take 200 ml as a standard portion size.

Secondly, a portion is the amount of a given food or beverage reasonably expected to be consumed by an individual on a single consumption occasion. Since juices are almost always consumed in higher quantities than 100 ml, GDA labelling per portion - in addition to nutrition labelling on a 100 ml basis - is especially helpful for the consumer. It is widely understood that the general recommended portion is the size of a drinking glass and therefore appropriate as the portion for multi-portion packs. Setting a portion size at 200 ml takes thus into account realistic consumption levels.

ⁱ - AUSTRIA: <http://culturitalia.uibk.ac.at/obstx5/>
 - DENMARK: www.6omdagen.dk
 - FRANCE: www.10parjour.net
 - SPAIN: www.5aldia.com
 - NEW ZELAND: www.5aday.co.nz
 - POLAND: www.promocjazdrowia.pl www.5porcji.pl
 - ITALY: www.ministerosalute.it/servizio/campagna.jsp?idarc=2
 - USA: www.mypyramid.gov/pyramid/fruits.html www.5aday.com www.5aday.gov

CANADA: www.5to10aday.com
 FINLAND: www.kotimaisetkasvikset.fi
 GERMANY: www.5amtag.de
 NETHERLANDS: www.groentenfruit.nl
 NORWAY: www.bama.no www.frukt.no
 SWEDEN: www.fruktogront.se