



**POLISH ASSOCIATION
OF JUICES PRODUCERS**



The Polish Association of Juices Producers (KUPS)

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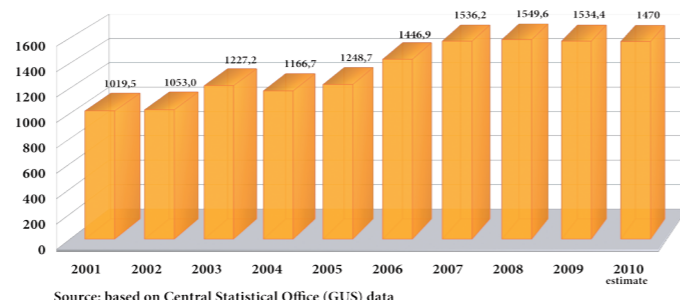
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The Polish Association of Juice Producers

is an industry association focused on a balanced cooperation of producers of concentrated and drinkable juices, nectars, and fruit and vegetable drinks with scientific institutions, research laboratories, suppliers of semi-finished products, machines and packages and European and governmental organizations and institutions. Since its establishment in 1993, and becoming independent in 2004, the organisation has been consistently aiming at the increase in the number of members, thus constantly increasing the representativeness of the organisation.

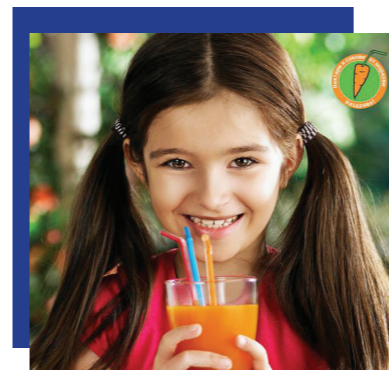
Currently, the KUPS association is composed of 42 supporting members who deliver ca. 80% of all juices, nectars, and fruit and vegetable drinks to the national market. The companies associated within KUPS produce around 90% of concentrated apple and colour fruit juices in Poland, the majority of which (70 – 90%, depending on the assortment) is exported to world and European markets.

Production of juice, nectar and fruit and vegetable drinks in Poland in 2001-2010 in million litres



Social responsibility

The KUPS association, in response to general expectations, supports, initiates and organises a variety of programmes aimed at the education and improvement of consumers' nutritional habits. Especially worth considering is the implementation of three projects:

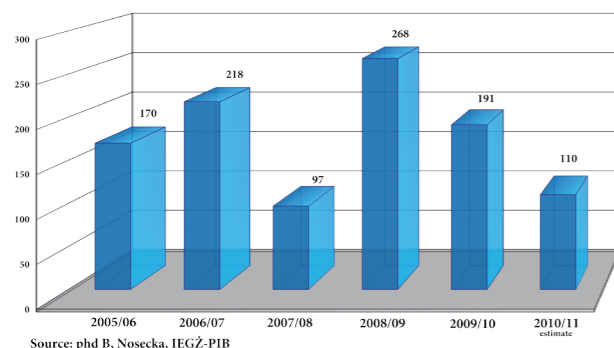


“Carrot” a one-year promotion-informational programme co-financed from EU funds, implemented in Bulgaria and Romania in 2006. It was aimed at enhancing the image of carrot juices and nectars, and promoting their positive influence on health and looks, by means of a far-flung campaign on television, on the radio, and in the press.

“5 portions of vegetables, fruit or juice” a two-year, all-Polish information-promotional programme co-financed from EU funds. The programme promoted daily consumption of five portions of vegetables and fruit, as advised by dietitians, emphasizing that one of these portions can be a juice. A campaign in the media (television, press, and the Internet), and especially informational and educational activities, has exerted positive influence on nutritional habits recorded in consumer studies. The Association's ambition is to continue the programme in the coming years.

“5 portions of vegetables, fruit or juice” in primary schools. An all-Polish educational programme for grades I-III of primary schools, financed from the Fruit and Vegetables Promotion Fund. The programme implemented in the 2010/2011 school year is a continuation of KUPS' activities regarding the popularisation of frequent consumption of vegetables, fruit, and juices. It enjoys considerable popularity with over 4100 schools and nearly 300 thousand pupils participating in the project. The honourable patrons of the programme are the Ministry of Health, the Ministry of National Education, and the majority of voivodeship superintendents of schools, whereas the National Food and Nutrition Institute has become the project's contents partner.

Production of condensed apple juice in Poland in thousand tonnes



The KUPS association organises numerous conferences and symposiums, also international ones, devoted to the broadly understood subject matter of technology and techniques of production, sales and marketing of juices, nectars and drinks made from fruit and vegetables, both in the country and abroad.

The KUPS association is an active member of prestigious, international organisations associating representatives of the juice sector from various countries:

- European Fruit Juice Association (AIJN)
- Schutzgemeinschaft der Fruchtsaft – Industrie E.V.(SGF)
- European Quality Control System (EQCS)



Within the Polish Association of Juice Producers, two units are functioning

The Section of Concentrated Fruit Juice Producers (SK)

Activities of SK focus on consolidating the sector and carrying out broadly understood activities aimed at the promotion of the interests of producers who deliver concentrated fruit and vegetable juices as well as other semi-finished products for the production of juices. The prepared within SK. Production and Storage Recording System (EPIM POW), will supplement the market data of the Central Statistical Office (GUS). One of the tasks of SK is the broadening of collaboration with fruit producers in the field of the quality and stability of deliveries.



Voluntary Control System of Juice and Nectar (DSK)

Created on the initiative of producers of juices and nectars, the DSK system is to fulfil EU standards where particular attention is paid to the “self-regulation” in the sector of food products. The system ensures systematic control of fruit, semi-finished products, and final products. The efficiency of the Polish DSK system has been proven by the certificate of the European Quality Control System (EQCS).



Collaboration with national units of public administration and scientific institutions:

- Food Economics Council under the Ministry of Agriculture and Rural Development
- Diet, Physical Activity and Health Council under the Minister of Health
- Management Commission of the Fruit and Vegetable Promotion Fund under the Agricultural Market Agency
- Institute of Agricultural and Food Economics
- Institute of Agricultural and Food Biotechnology
- Research Institute of Pomology and Floriculture

Members of the Polish Association of Juice Producers are taking an active part in working groups, elaborating on positions and opinions which are addressed to the appropriate units of the national and the European Union administration.

KUPS is perceived as a competent and reliable partner which creates a unique platform of cooperation for all the parties which are responsible for the condition and the future of the juice industry.

Anyone interested in more detailed information, please visit our website: www.kups.org.pl or contact us directly.

