



KUPS

**KRAJOWA UNIA
PRODUCENTÓW SOKÓW**



The Polish Association of Juice Producers.

The Polish Association of Juice Producers (KUPS) is a trade organization working to promote the well-balanced cooperation of producers of concentrated and regular juices as well as nectars and beverages from fruits and vegetables with scientific institutes, research laboratories, suppliers of half-finished products, machines and containers as well as other Polish and EU organizations and institutes. Since the Association was founded in 1993 and later became independent in 2004, it has been striving to increase the number of its members, and thus continually increase the representativeness of the organization.

At present, the KUPS Association has 45 supporting members who deliver about 60% of juices, nectars and fruit and vegetable drinks to the national market. In addition, the KUPS members produce nearly 70% of concentrated apple juice and juice made from colorful fruits in Poland, the majority of which (70–90%, depending on the assortment) is exported to global and European markets.

The KUPS Association takes numerous initiatives, e.g. carrying out promotional campaigns or organizing conferences and symposiums, including international ones, dedicated to widely understood issues relating to production technology, sales and marketing of juices, nectars and fruit and vegetable drinks both in Poland and abroad.

There are two units operating within the Polish Association of Juice Producers:



The Section of Concentrated Fruit Juice Producers (SK)

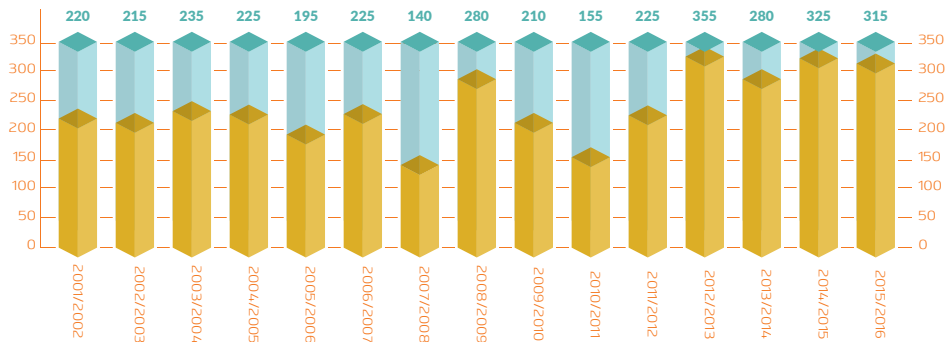
The aim of SK activities is the consolidation of the sector and widely understood promotion of the interests of producers of concentrated fruit and vegetable juices and other half-finished products for juice production. One of the tasks of the SK Section is to extend cooperation with fruit producers with regard to the quality and stability of deliveries.



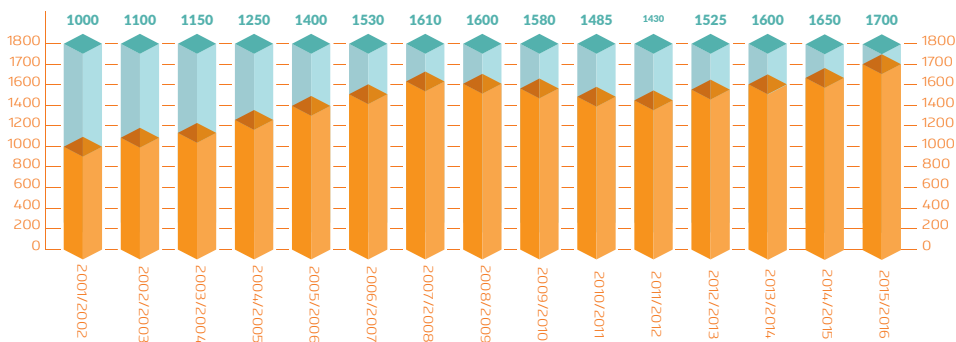
The Voluntary Control System for juices and nectars (DSK)

The DSK system has been created on the initiative of juice and nectar producers to meet EU standards, where special significance is attached to „self-regulation” in the food product sector. The system ensures monitoring and increasing the quality of juices, nectars and fruit and vegetable drinks as well as raw materials used for the production. The DSK system works with the European Quality Control System for juices and nectars (EQCS).





THE PRODUCTION OF CONCENTRATED APPLE JUICE IN POLAND (thousand ton)



THE PRODUCTION OF JUICES, NECTARS AND DRINKS FROM FRUITS AND VEGETABLES (thousand ton)

Own estimation based on Central Statistical Office in Poland data and production companies results



The KUPS Association is an active member of prestigious, international organizations that unite representatives of juice sectors in individual countries:



The European Fruit Juice Association (AIJN)



The Protective Association of the Fruit Juice Industry (SGF)



The AIAM5 International Alliance of Associations and Movements "5 a day"

Social responsibility:

In the effort to meet expectations, the KUPS Association supports, initiates and organizes a number of programmes aimed at educating consumers and improving their dietary habits. Special attention should be paid to the following projects:

The „Carrot” Project

A one-year promotion and information programme partially funded by the EU and sponsors, carried out in 2006 in Bulgaria and Romania. The project aimed at strengthening the image of carrot juices and nectars as well as popularizing their positive influence on health and beauty through an extensive campaign on television, on the radio and in the press as well as PR activities.

Two editions of several-year projects „5 portions of vegetables, fruits, or juice”

The two-year all-Polish promotion and information programme partially funded by the EU and sponsors, carried out in the years 2008-2010, and the three-year one in 2011-2014, partially funded by the EU, the Fund for the Promotion of Fruit and Vegetables and sponsors, carried out in Poland and Romania. The programmes promoted consumption of five portions of vegetables and fruits recommended by dieticians and doctors, emphasizing that one of these portions could also be juice. The media campaign (television, the press and the Internet), and mostly information and educational activities had a positive influence on consumer dietary habits, noticeable in consumer surveys.

One-year all-Poland projects called „5 portions of vegetables, fruits, or juice”

Two editions of the all-Poland educational programme for first-third forms of primary schools, financed by the Fruit and Vegetable Promotion Fund and sponsors. The programmes carried out in the school years 2010-2011 and 2011-2012 were the continuation of KUPS activities regarding the popularization of frequent consumption of vegetables, fruits and juices. The great popularity of the programme was proved by the number of about 8,000 schools and almost 600 thousand pupils participating in both the projects.





Four editions of one-year „5 portions of health” projects (July 2013 – June 2014, October 2014 – December 2015, October 2015 – September 2016, October 2016 – September 2017). The campaigns were based on integrated activities – product placement and promotion on breakfast television, advertisement in public transport, the Metro daily newspaper, the celebration of „The Day of Juice” and PR activities. In addition, this was supported by active participation of experts in conferences dedicated to dietary subjects. The projects have been financed by the Fruit and Vegetable Promotion Fund and sponsors.

„Juices and mousses – vitamins in a smart form 2015-2018”

A three-year promotion and information programme partially funded by the EU, the Fruit and Vegetable Promotion Fund and sponsors. The project is carried out on five markets: Polish, Romanian, Slovak, Czech and Lithuanian ones. It promotes juice consumption as one of 5 portions of fruits and vegetables and supports the promotion of fruit and vegetable mousses as valuable products that can enrich our diet. The campaign is carried out on TV (spot campaign, sponsoring, product placement), in the Internet, and in the blogosphere, which has become very popular in the recent years. At the same time, the campaign is supported by PR activities and presence in the social media..

Cooperation with Polish public administration units, academic centers and scientific institutions:

- The Social Dialogue Council in Agriculture at the Ministry of Agriculture and Rural Development
- The Diet, Physical Activity and Health Council at the Ministry of Health
- The Commission Managing the Fruit and Vegetable Promotion Fund at the Agricultural Market Agency (ARR)
- The Warsaw University of Life Sciences
- The Institute of Agricultural and Food Economics
- The Institute of Biotechnology of the Agricultural and Food Industry
- The Research Institute of Horticulture
- The National Food and Nutrition Institute

The members of the Polish Association of Juice Producers (KUPS) actively join the work of dedicated groups, working out positions and opinions directed at the relevant national and EU administration units. KUPS has been perceived as a competent and reliable partner, defending the interests of the juice sector. It creates a unique platform for cooperation of all stakeholders responsible for the situation and future of the juice industry.

We invite all parties interested in more detailed information to visit our website www.kups.org.pl and to contact us in person or by phone.

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