

SUCO DE LARANJA BRASILEIRO

Planejamento estratégico e marketing – a defesa e promoção do produto na Europa

Abril 2018

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CITRUS
BR
ASSOCIAÇÃO
NACIONAL DOS
EXPORTADORES DE
SUCOS CÍTRICOS



A CITRUSBR

- Fundada em 2009, com a participação das principais indústrias do setor citrícola (98% das exportações brasileiras)



citrosuco



CUTRALE

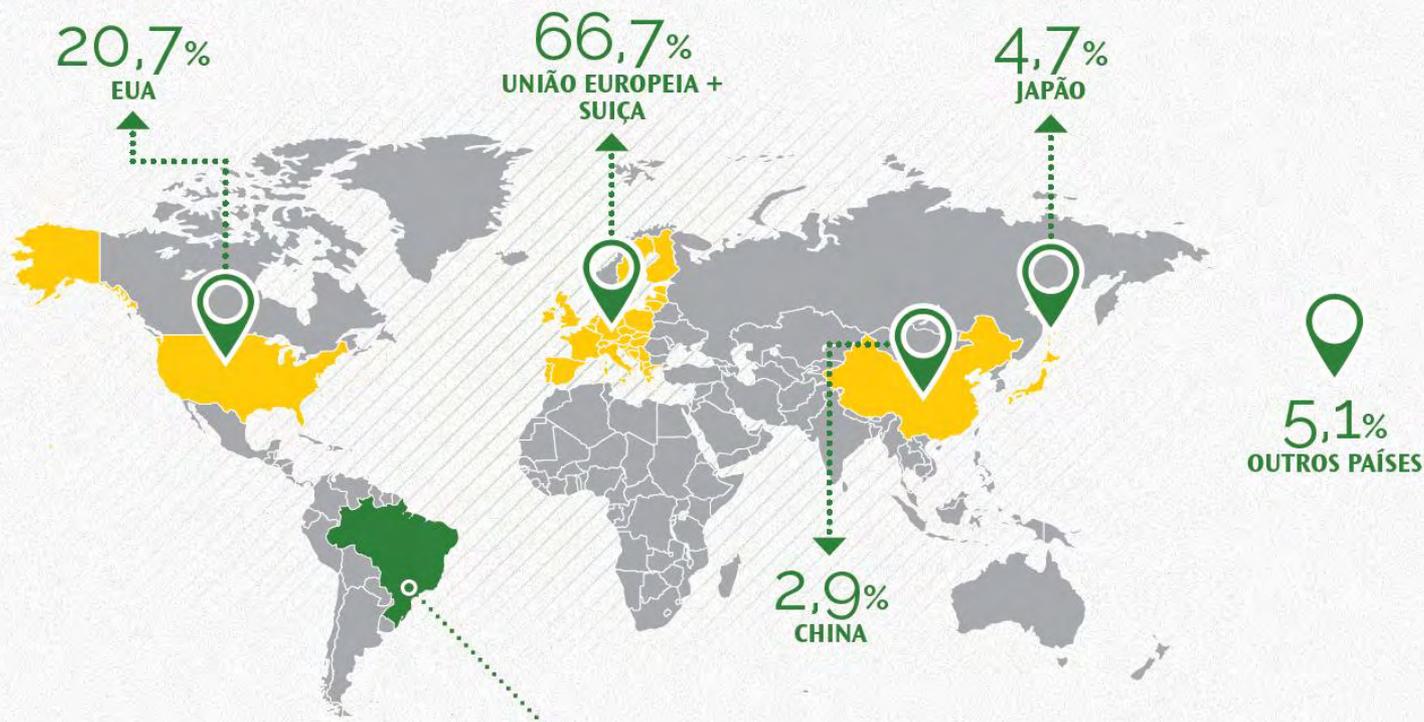
LDC. Juice
Louis Dreyfus Company



UM SETOR VOLTADO PARA FORA...

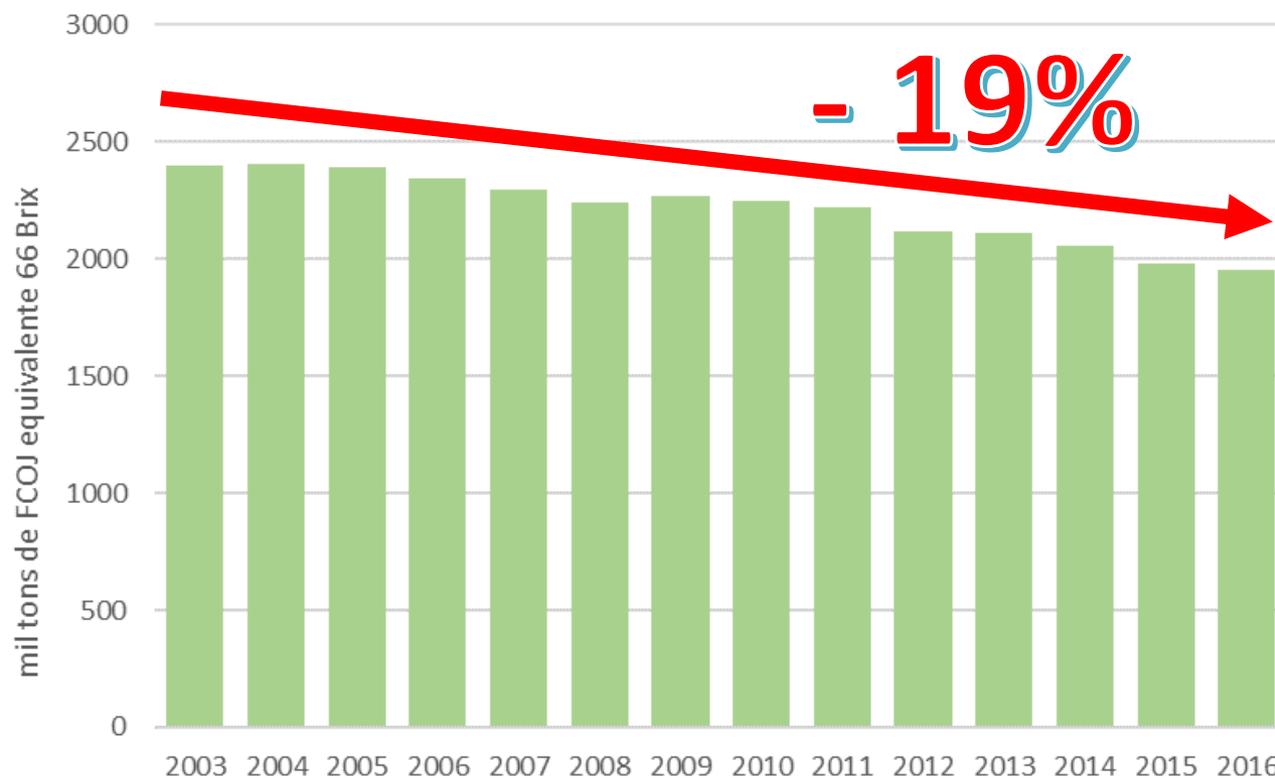


PARA ONDE EXPORTAMOS NOSSO PRODUTO...

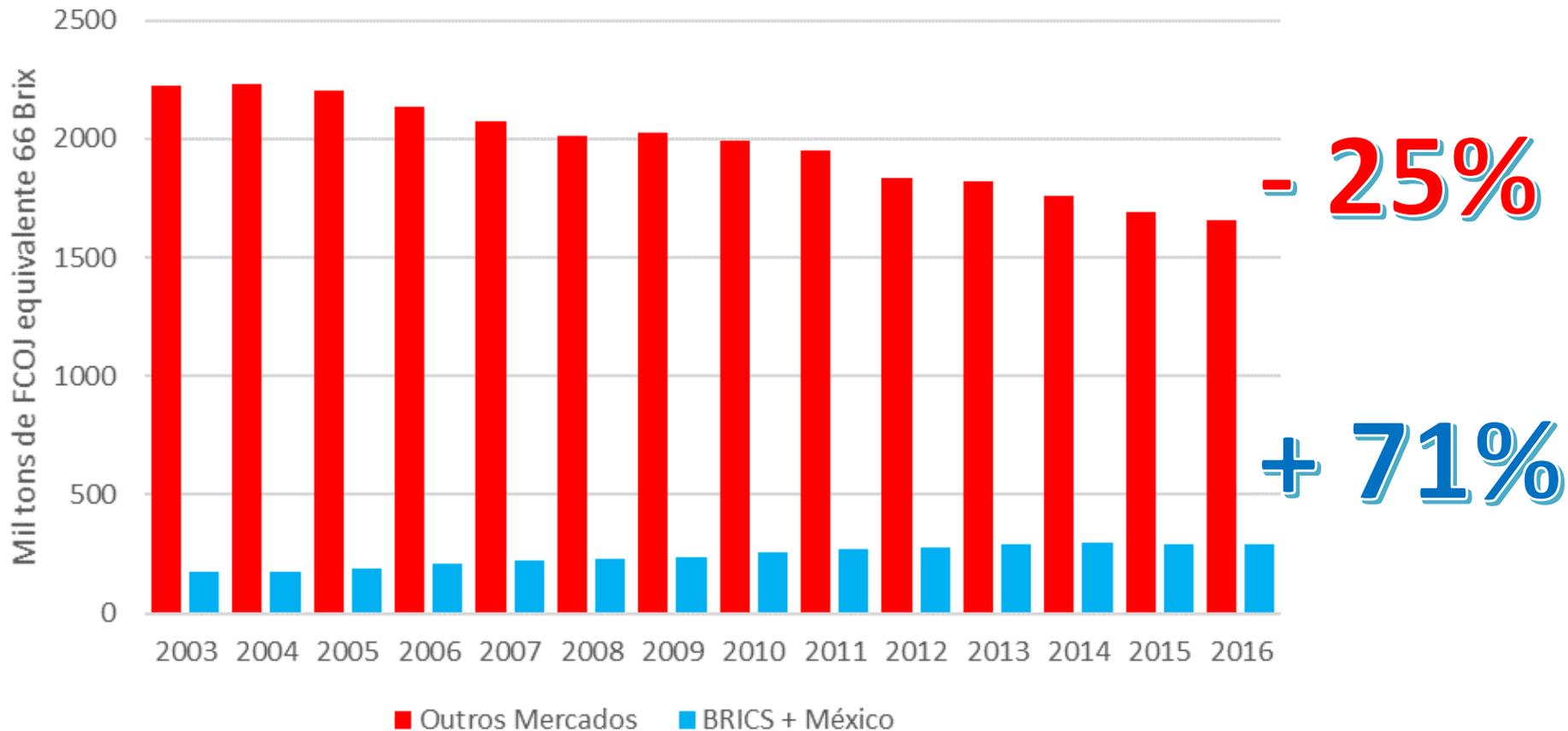


O PRINCIPAL DESAFIO

Consumo de suco de laranja nos 40 principais mercados



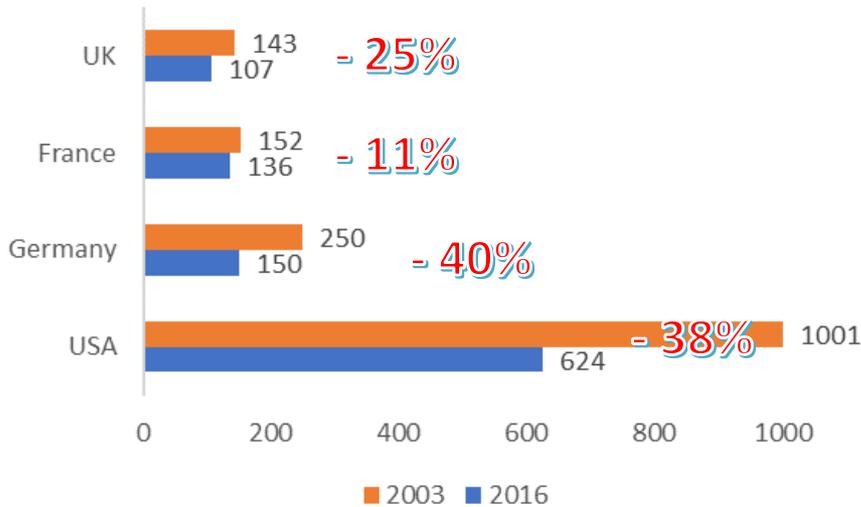
MERCADOS EMERGENTES E CONSOLIDADOS



CRESCIMENTO E QUEDA DE CONSUMO

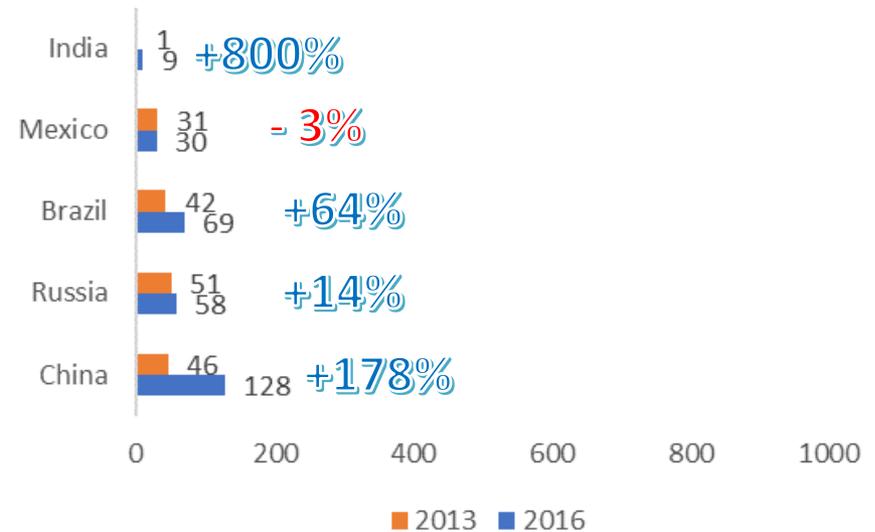
FCOJ equivalente 66 Brix

OJ consumption in the 4 main markets



- 529 Mil toneladas

OJ consumption BRICS + Mexico



+123 mil toneladas

Primeiro passo para entender melhor

I feel orange

Orange. The world's favourite juice with an attitude.

Lisa loves London

Lisa Orange, a small fruit with a big Orange attitude shares everything she finds inspiring in our capital.



Click to feel



The Juice



The Attitude



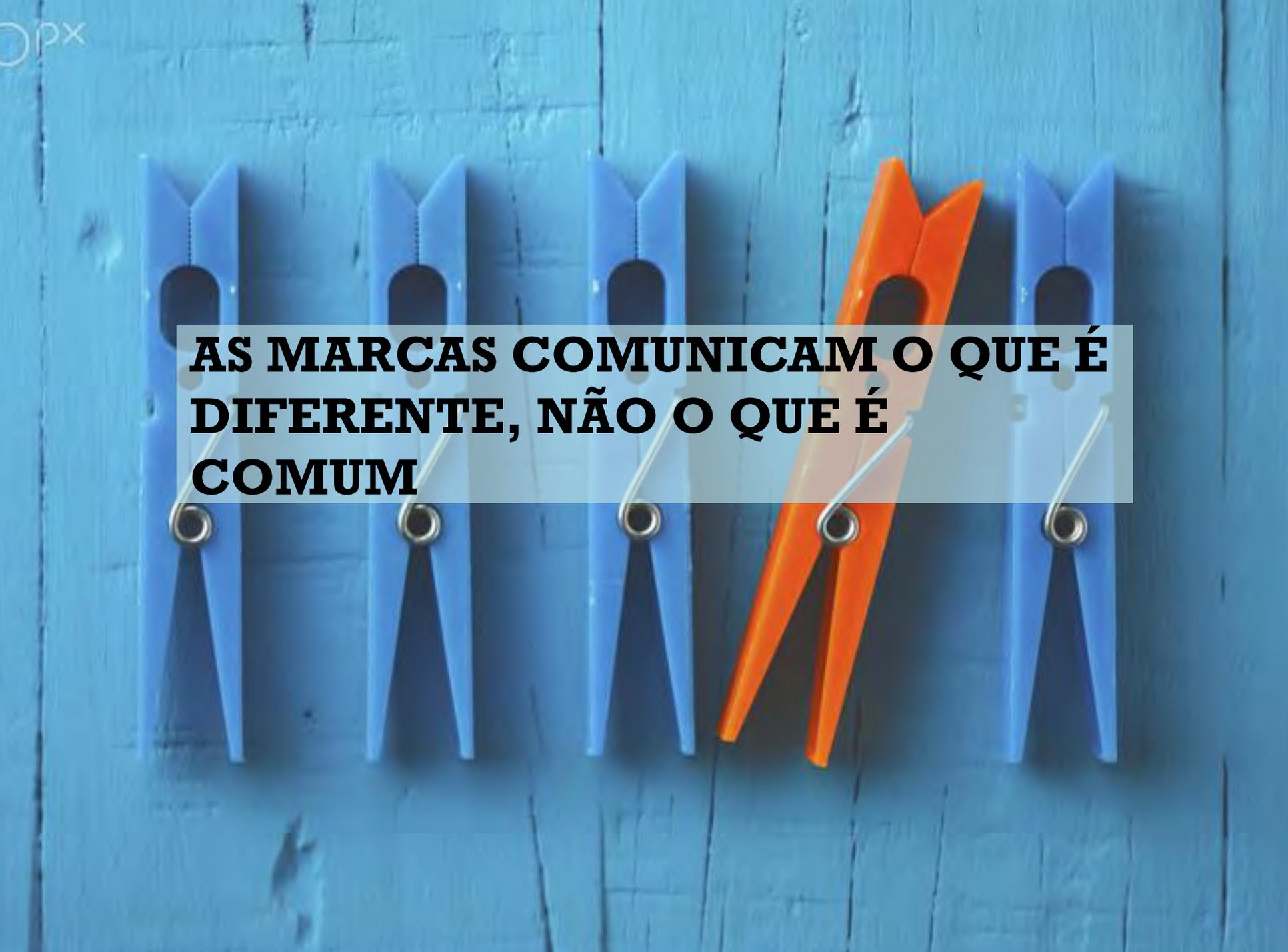
POR QUE ISSO ACONTECE?



10 MERCADOS

8 mercados prioritários: EUA, Alemanha, França, Reino Unido, China, Japão, Rússia, Polônia

2 benchmark : Noruega e Canadá



**AS MARCAS COMUNICAM O QUE É
DIFERENTE, NÃO O QUE É
COMUM**

MUDANÇA DE HÁBITOS – CAFÉ DA MANHÃ





MUDANÇAS EM LEGISLAÇÃO

**HEALTH CLAIMS – EUROPE
RECOMENDAÇÕES DE GOVERNO
TARIFAS SOBRE AÇÚCAR**



**NOVAS BEBIDAS LANÇADAS
DIARIAMENTE, COMPETINDO PELO
SHARE OF STOMACH**

GERAÇÕES MAIS JOVENS NÃO SABEM POR QUE DEVERIAM CONSUMIR SUCO DE LARANJA



Home > Featured Articles > **Obesity**

Fruit juice targeted in war on obesity

Experts sound warnings about varied offerings and health problems

May 24, 2012 | By Monica Eng, Chicago Tribune reporter

theguardian

News | Sport | Comment | Culture | Business | Money | Life & style

Life & style > Nutrition

How fruit juice went from health food to junk food

For decades fruit juice has been seen as a healthy option. Then this week a primary school banned it after claims that it's as bad for you as Coca-Cola. But how big a health risk does it pose?

Is Fruit Juice Any Healthier Than a Can of Soda?

O.J. and other natural juice drinks may not be as innocent as they seem

PUBLISHED: FEBRUARY 10, 2014 | BY ESTHER CRAIN

Like 933 | Tweet | Share | 8+1 | Print | Email



theguardian

News | Sport | Comment | Culture | Business | Money | Life & style

News > Society > Health

Smoothies and fruit juices are a new risk to health, US scientists warn

Scientists say potential damage from naturally occurring fructose in apparently healthy drinks is being overlooked

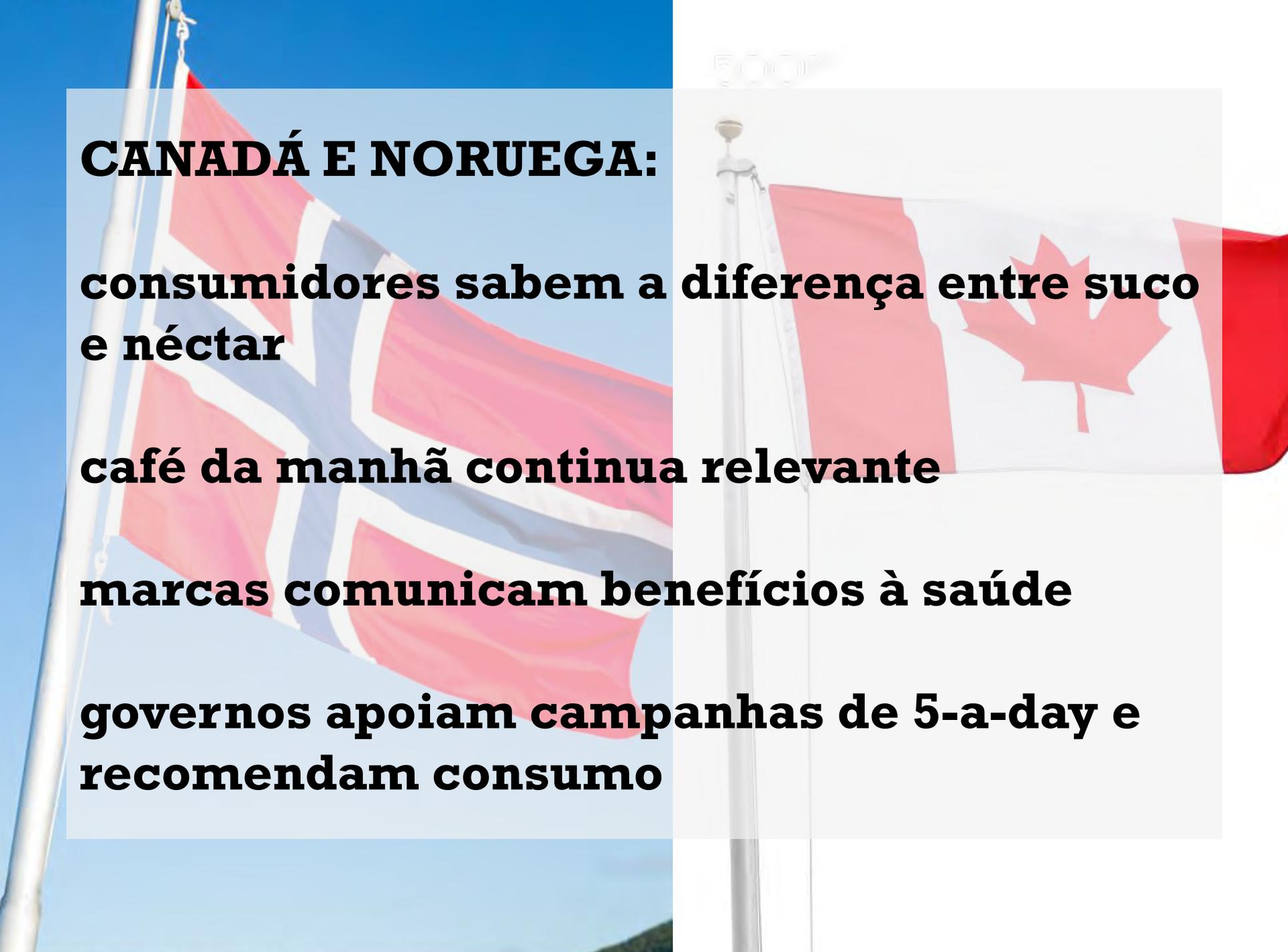
Eat + Run

Now serving fresh diet and fitness advice.



Are Milk and Juice Responsible for Your Child's Weight?

Reducing kids' consumption of liquid calories is an obvious, important way to target childhood obesity.



CANADÁ E NORUEGA:

consumidores sabem a diferença entre suco e néctar

café da manhã continua relevante

marcas comunicam benefícios à saúde

governos apoiam campanhas de 5-a-day e recomendam consumo

COMEÇANDO PELA EUROPA

Destino de 70% das exportações brasileiras

Importância para formadores de opinião

Pioneirismo na adoção de políticas públicas (redução de açúcar, sugar tax, health claims, redução de porções)

Parceria com Stakeholders Locais



BUSCANDO ALIADOS

Associação Europeia e Associações Nacionais



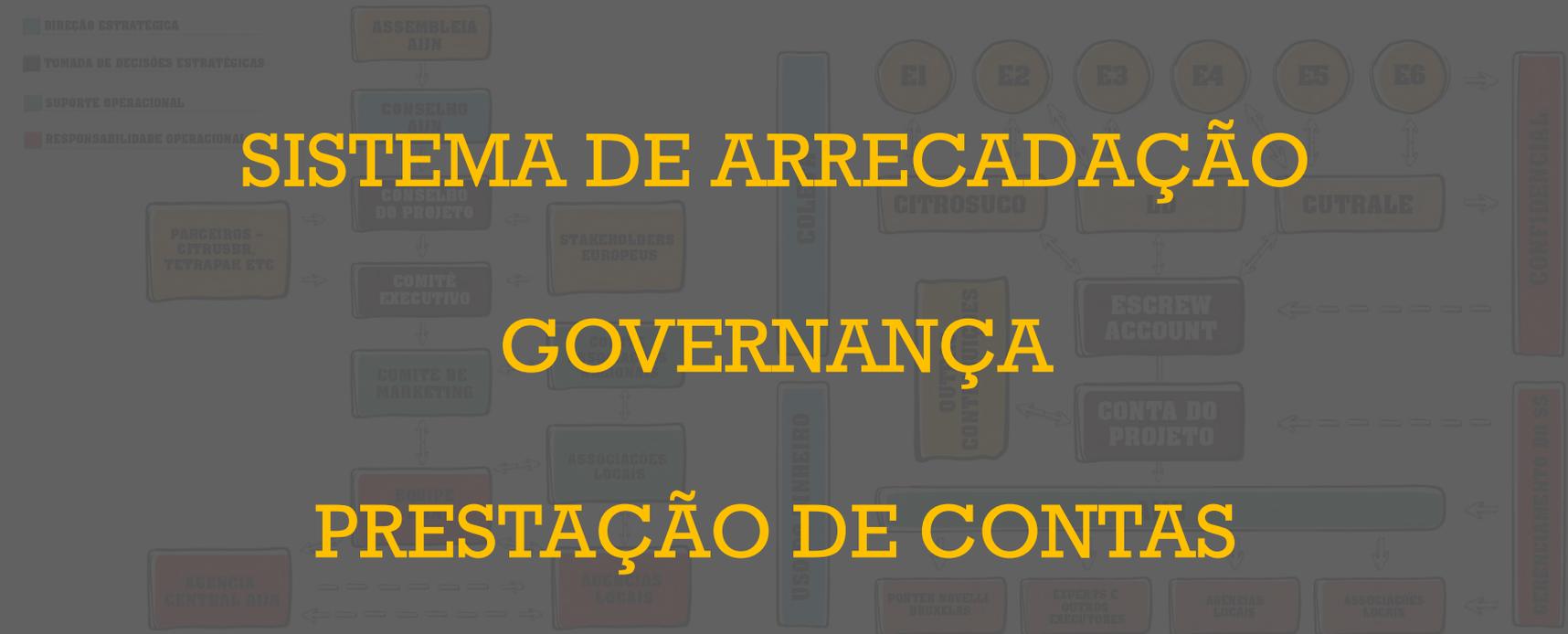
Engarrafadores (importadores)



Fabricantes de embalagens



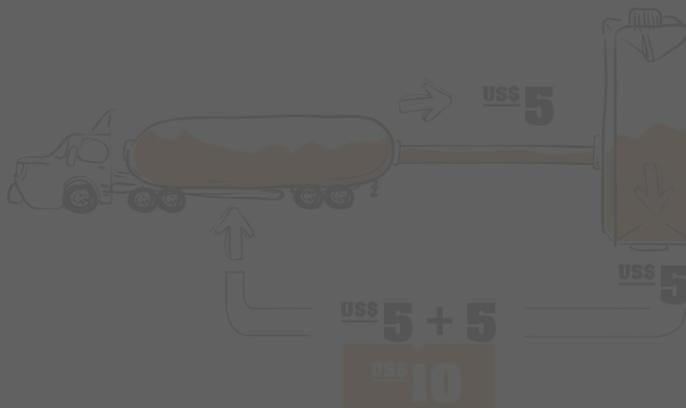
Um trabalho realizado pela CitrusBR



SISTEMA DE ARRECADAÇÃO

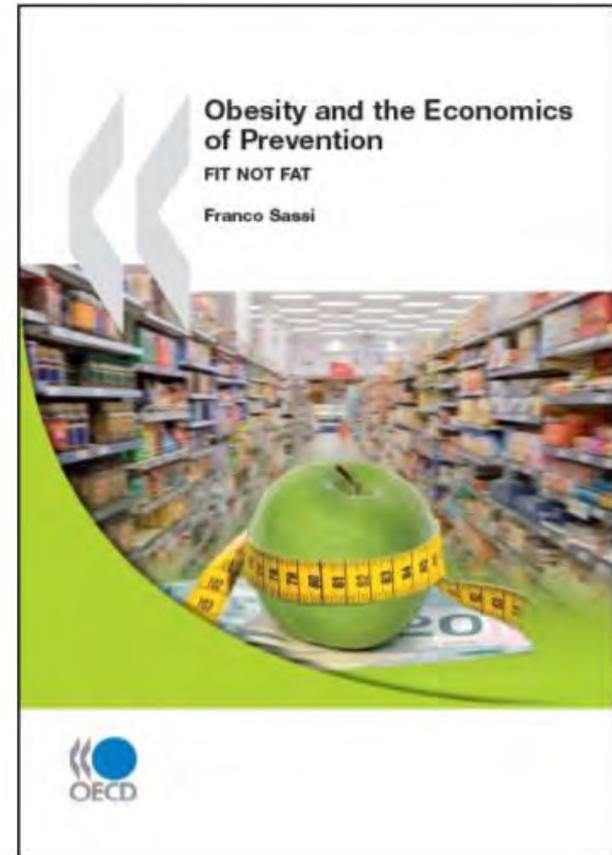
GOVERNANÇA

PRESTAÇÃO DE CONTAS



COMO MUDAR HÁBITOS DE CONSUMO DOS CONSUMIDORES?

Aconselhamento profissional (médicos, nutricionistas) é mais efetivo que qualquer outra intervenção (mudanças em rótulos, tarifas, campanhas publicitárias)



EQUILIBRAR O DIÁLOGO E MUDAR PERCEPÇÕES

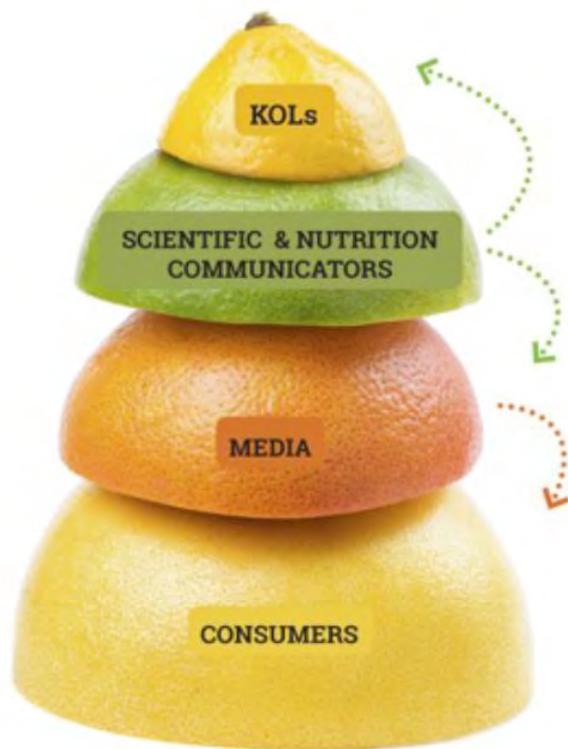


FRUIT JUICE MATTERS

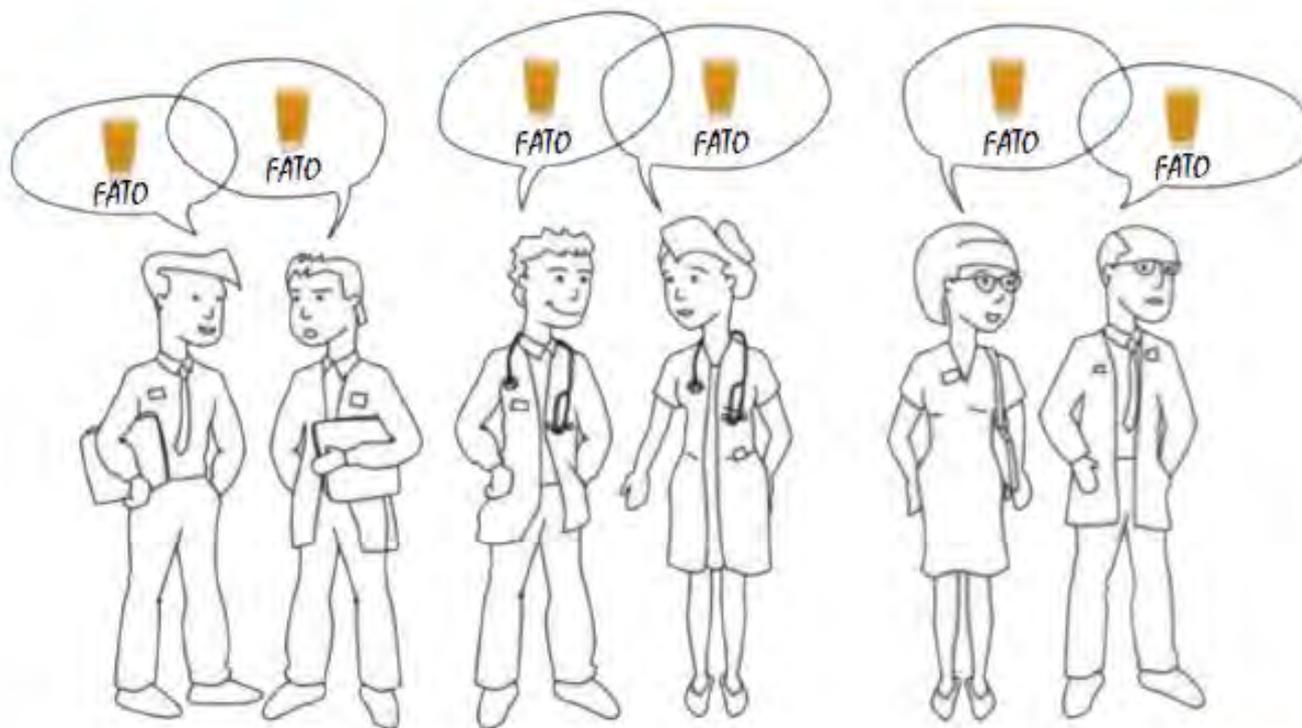
**SHARE THE SCIENCE.
CELEBRATE THE GOODNESS.**



A ESTRATÉGIA



A ESTRATÉGIA



500PX

1 França
Alemanha
Reino Unido

2 Holanda
Bélgica
Espanha
Polônia
Suécia

Portugal
Dinamarca
Finlândia
Irlanda
Áustria
Itália

3

**HUB EM
BRUXELAS**

HUB

- Gerenciamento financeiro
- Estratégia
- Painel de cientistas
- Expert groups (conteúdos)
- Comitê de Marketing
- KPIs
- Workshops Boas Práticas



NUTRIENTS IN 100% FRUIT JUICE ARE BIOAVAILABLE BUT PROCESSED HAS EDGE OVER FRESH FOR BIOACTIVES

In accordance with EU regulations, 100% fruit juice (100%FJ) has nothing added or taken away, which is why it reflects the nutrient content of the fruit from which it is made¹.

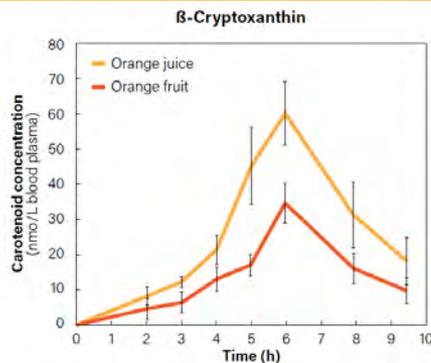
The nutrient composition of 100% orange juice (100%OJ) is shown below per 100 g. Values in red represent official 'source' claims that can be made on pack.

Energy	41 kcal
Calcium	11 mg
Iron	0.2 mg

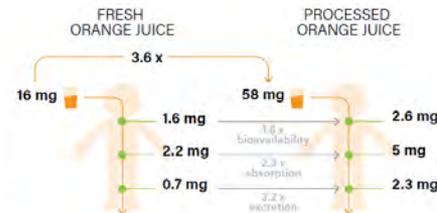
WHAT IS BIOAVAILABILITY?

Bioavailability is the degree to which food nutrients are available for absorption and utilisation in the body. For example, spinach is rich in iron but, due to other natural compounds, such as oxalic acid, less than 10% of it is absorbed². However, certain foods and nutrients can optimise bioavailability. In the case of spinach, iron absorption may be improved by including a glass of 100%FJ.

ARE NUTRIENTS IN 100%FJ BIOAVAILABLE?



The differences may be due to high pectin levels in the whole fruit inhibiting absorption, or the disruption of cell walls in 100%OJ leading to a greater release of β -cryptoxanthin. Other work³ has found that more of the carotenoids in 100%OJ are present in droplet



Flavanones are known to be soluble compounds which sit within the juice cloud, rather than in the cell wall material. The authors proposed that the rich flavonoid content of 100%OJ may be responsible for some of the health effects seen in studies, i.e. anti-oxidative and anti-inflammatory responses.

In other work⁴, the focus on vitamin C degradation in heat-treated foodstuffs may be rather narrow as health outcomes could be driven by complex mixtures of phytochemicals rather than a single

References

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8. Aschoff JK et al. (2015) Bioavailability of β -cryptoxanthin is greater from pasteurized orange juice than from fresh oranges - a randomized cross-over study. *Mol Nutr Food Res* 59: 1896-904.
9. Cervantes-Paz B et al. (2017) Effects of pectin on lipid digestion and possible implications for carotenoid bioavailability during pre-absorptive stages: A review. *Food Res Int* 99: 917-927.
10. Aschoff JK et al. (2016) Urinary excretion of Citrus flavanones and their major catabolites after consumption of fresh oranges and pasteurized orange juice: A randomized cross-over study. *Mol Nutr Food Res* 60: 2602-2610.
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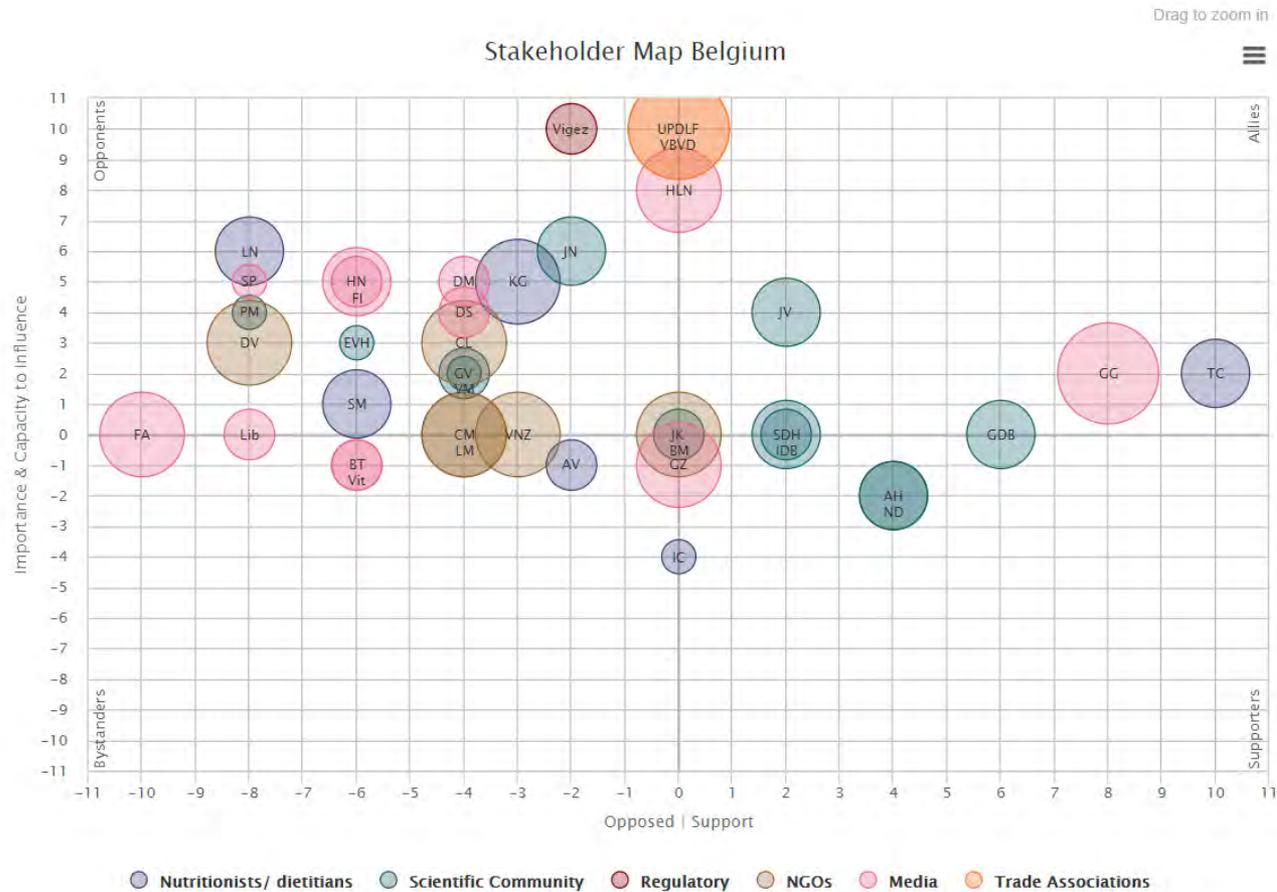
14 MERCADOS

- Customização local
- Especialistas adicionais
- Stakeholder mapping
- Stakeholder engagement
- Press relations
- Participação em congressos
- Organização de eventos
- Mídias sociais

EXECUTION



MAPEAMENTO DE STAKEHOLDERS EM TODOS OS MERCADOS



REINO UNIDO

HCPs, consumidores



HOME NEWS SHOWBIZ & TV SPORT COMMENT FINANCE TRAVEL

HEALTH GARDEN DIETS FOOD LIFE STYLE WIN TECH PROPERTY SATURDAY STAR



SHOCK survey reveals nearly all kids fail to get their five-a-day
and this could be bad



10 surprising ways to up your intake

- 1 **Throw in a can of 1 beans.** Any type count as one portion.
- 2 **Swap a regular jacket potato for a sweet potato.** Standard spuds count as one of your five-a-day, but vitamin-packed sweet potatoes do.
- 3 **Have some houmous.** Three tbsp of this chickpea dip counts as a portion. Eat with carrot sticks to double the portion.
- 4 **Slip a glass of juice.** 100% pure juice counts, but only as one portion, no matter how much you drink as it doesn't contain the fibre of whole fruit.
- 5 **Nibble two handfuls of olives.** About 50 of them equals one portion of your five a day.

GOOD HEALTH

PEOPLE who drink fruit juice have smaller waists, on average 3.2cm smaller in women and 2.7cm in men, according to the National Diet and Nutrition Survey. Six years of data analysed by the British Fruit Juice Association. The findings may reflect that those who drink juice tend to have a healthier diet.

Scans make new joints more flex

FINGER joint replacement surgery is less successful than other joint ops, but this could soon be improved thanks to computer-generated models. Surgery to replace the second joint in the finger can reduce pain, but the range of movement doesn't always improve, and in some cases may worsen. This is partly because it can be hard to get to fit pre-cut than other joint ops, but this could soon be improved thanks to computer-generated models. Surgery to replace the second joint in the finger can reduce pain, but the range of movement doesn't always improve, and in some cases may worsen. This is partly because it can be

Dr Sarah Schenker said: "I would encourage people to enjoy a sensible amount (150ml) of 100% fruit juice on a regular basis. It is an easy and tasty way to get one of your 5 A Day, especially for fussy eaters, and it can also help children become used to the taste of fruit and vegetables, helping lead to long-term positive food choices."

But are there other easy ways to increase fruit and veg portions without hassle?

Here Dr Sarah Schenker reveals five easy ways to get their five-a-day.



Fruit juice can be an easy way to increase intake of fruit

HUFFPOST UNITED KINGDOM

Is A 'Quick-Fix' Approach To Our Health Leaving Us Deficient In Real Nutritional Knowledge?

Although a daily 150ml portion of pure fruit juice counts as one of your five-a-day, 17% of those surveyed said they never give their children pure fruit juice and a substantial majority (94%) of parents surveyed did not know that a 150ml glass of orange juice contains all your RDA of vitamin C. [2] It seems that as life moves faster than ever before and there are demands on us from every angle, be it related to work, family or health, it is easy to see why people seek the "quick-fix" offered by supplements when it comes to getting the right nutrients.

Oh Sugar!

Single carbohydrates in an all-time high: in the evening, only 98% of people said their consumption had decreased since the survey. Healthy carbohydrates, such as sugar, added sugar and refined sugar, it's not clear when it appears in different forms you should avoid or enjoy.

This content is free to use to identify sugar and the difference between them.

- Free sugars:** Includes naturally occurring sugars in honey, syrups and fruit juices. Includes added sugars in soft drinks, confectionery, biscuits, cereals, yogurts, and many other products.
- Added sugars:** Includes refined sugar, sucrose, fructose, maltose, dextrose, and other simple sugars. Includes added sugars in soft drinks, confectionery, biscuits, cereals, yogurts, and many other products.
- Naturally-occurring sugars:** Includes naturally occurring sugars in honey, syrups and fruit juices. Includes added sugars in soft drinks, confectionery, biscuits, cereals, yogurts, and many other products.
- Added sugars:** Includes refined sugar, sucrose, fructose, maltose, dextrose, and other simple sugars. Includes added sugars in soft drinks, confectionery, biscuits, cereals, yogurts, and many other products.

Pulp Fact or Pulp Fiction: the truth about fruit juice

PULP FICTION: Fruit juice can contain added sugar. It's not clear when it appears in different forms you should avoid or enjoy.

PULP FACT: Fruit juice can contain added sugar. It's not clear when it appears in different forms you should avoid or enjoy.

THE HEALTH PROFILE OF A PURE FRUIT JUICE DRINKER

Those who consume 150ml of pure fruit juice every day are 10% more likely to be in the top 10% of the healthiest 10% of the population.

Those who consume 150ml of pure fruit juice every day are 10% more likely to be in the top 10% of the healthiest 10% of the population.

GIVE YOUR KIDS A DAILY #FRUITJUICEBOOST

Juice Glorious Juice – Our Favourite Ways To Have a Daily #FruitJuiceBoost

I just love how easy it is to incorporate a daily 150ml of pure fruit juice into my kids' diet. In fact it's so easy I don't actually have to think about it any more, it's just become part of the natural family routine. Here are our three top ways to enjoy 150ml of pure fruit juice every single day.



89.1% BIG CITY RADIO

BDA DIETETICS TODAY

sky NEWS THE Sun RADIO

EATING WELL Living Well

FRUIT JUICE MATTERS

JUICE NUTRITION NEWS

MARCH 2017

Welcome to the first quarterly newsletter from the British Fruit Juice Association (BFJA). The BFJA represents the industry working in the fruit juice industry that are both large, small and anything in between including a number of start-ups. It provides a focal point for knowledge-sharing, networking, up-dating and resource-sharing amongst businesses working in the fruit juice industry.

The purpose of Juice Nutrition News is to keep Healthcare Professionals updated on our Fruit Juice Matters campaign including all new juice research and information in order to better inform your work.

RADIO YORKSHIRE

ON AIR ONLINE AND ON TV

EXPRESS.co.uk

More of the news and Sunday Express

If you want to ensure you get enough iron for the day ahead at breakfast, people could eat the tea and drink orange juice instead



Squeezing out juice from children's diets may do more harm than good

Research shows pure fruit juice drinks are 42% more likely to meet their 5 A Day* and it could help 4.7 million in the UK reach it, according to the target.

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PROMOTION

Could Fruit Juice be the solution to 5 a day goal?

With 9% of children currently failing to meet the 5 A Day target, new analysis of data from the National Diet and Nutrition Survey (NDNS) has shown that children who drink pure fruit juice are 42% more likely to meet their 5 A Day.

Recent debate about pure fruit juice has led to consumer confusion about consumption, and whether or not it is a healthy choice.

According to research by Sarah Schenker, it seems it's just what the doctor ordered.

For more information please visit www.bfja.org

CITRUS BR

ASSOCIAÇÃO NACIONAL DOS EXPORTADORES DE SUCOS CÍTRICOS

BFJA British Fruit Juice Association

POLÔNIA

HCPs, academia, digital influencers

DIETETYCY.ORG.PL – BLOG, FB



FAKTY I MITY O SOKACH OWOCOWYCH – WYWIAD Z DR KATARZYŃĄ STOS, PROF. NADZW. UZ

WYWIAD Z DR KATARZYŃĄ STOS, PROF. NADZW. UZ

FAKTY I MITY O SOKACH OWOCOWYCH – WYWIAD Z DR KATARZYŃĄ STOS, PROF. NADZW. UZ

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FAKTY I MITY O SOKACH OWOCOWYCH – WYWIAD Z DR KATARZYŃĄ STOS, PROF. NADZW. UZ

Polish Society of Dietetics (PTD) Standards in dietary treatment conference, 1.10.2016, Warsaw Marriott hotel



SELECTED PUBLICATIONS 1/3



OUTROS EXEMPLOS



Top tips for parents on how to give your children a balanced breakfast



Itália – parceria com a Sociedade Italiana de Nutrição e almoço informativo para jornalistas

Bélgica - HCPs

Ações volta às aulas - Irlanda



Alemanha (blogs, rádio, internet)



Ações em escolas - França



Espanha – webinars e palestras para profissionais

INFLUÊNCIA NA LEGISLAÇÃO

Ireland set to introduce sugar sweetened beverage tax in 2018

By Rachel Arthur
11-Oct-2017 - Last updated on 11-Oct-2017 at 19:59 GMT



Ireland & the UK will both introduce a sugar levy on drinks next year. Pic: groy/baumwollkissen

Irlanda, Portugal, Reino Unido
Suco a salvo dos “sugar taxes”

Belgium Has a New Food Pyramid—Here's Why You Should Care



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by My Antivirus Review Sponsors

Bélgica
Suco continua sendo considerado saudável



Em andamento: advocacy “no sugar added” nos rótulos

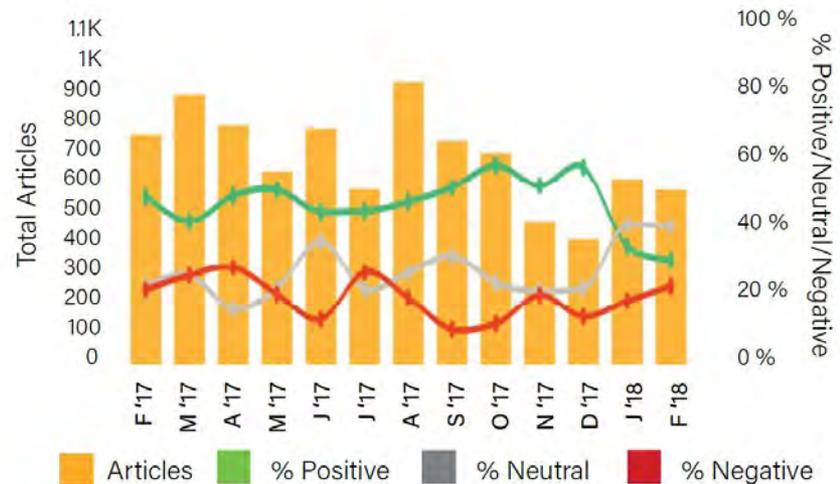


MÍDIA E RELAÇÕES PÚBLICAS

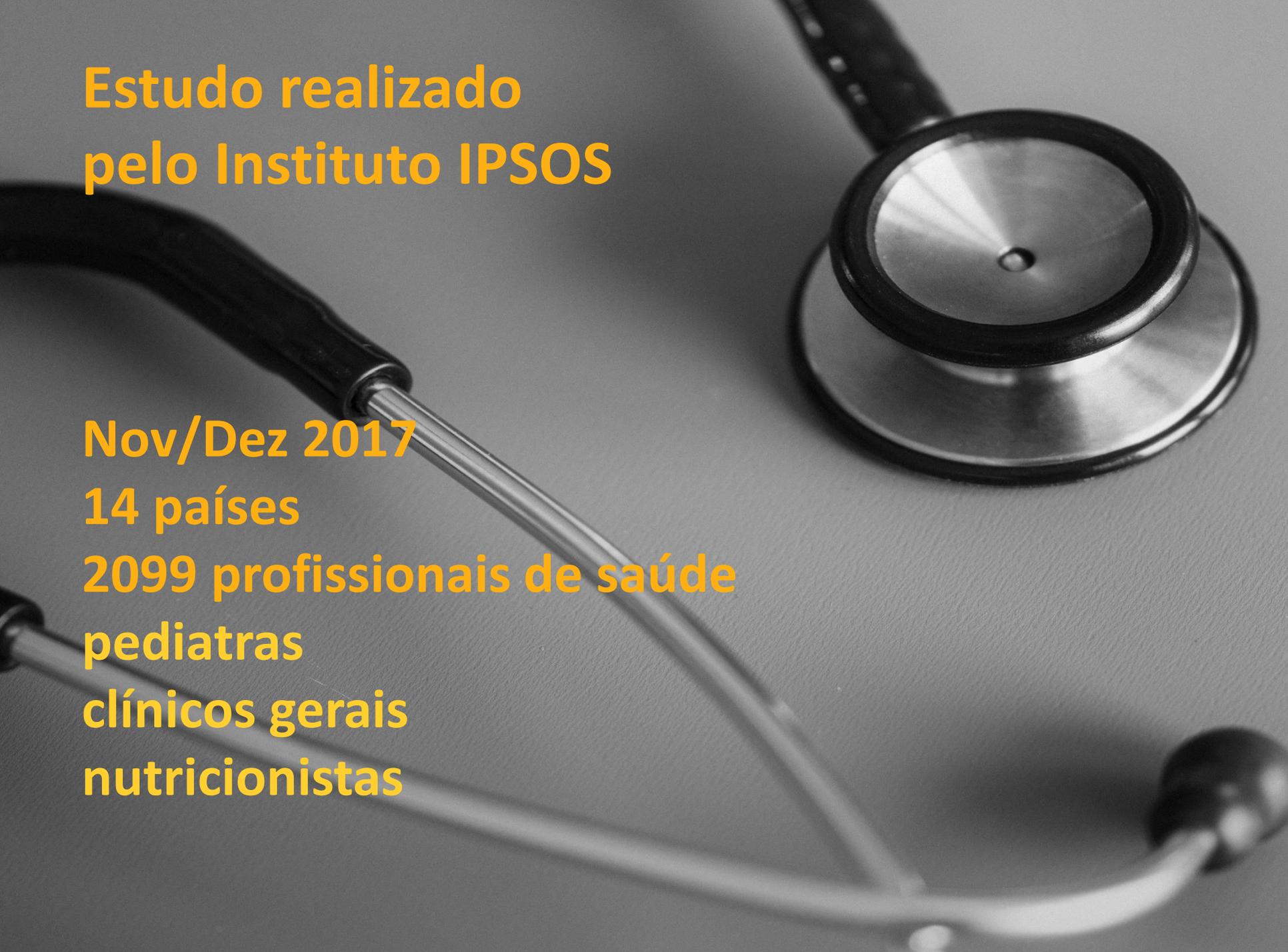
Mudanças no mapa de stakeholders – neutralizando inimigos e fazendo aliados

Cobertura negativa caiu de 50% antes da campanha para cerca de 20%

À media de matérias negativas por mês caiu de 157 artigos/mês em 2016 para 100 em 2017



- **2.049** campaign generated **articles** across **14** countries
- **44.309.457** social impressions
- **96,4%** of positive campaign generated coverage
- **147** (central & local) media activities



**Estudo realizado
pelo Instituto IPSOS**

Nov/Dez 2017

14 países

2099 profissionais de saúde

pediatras

clínicos gerais

nutricionistas



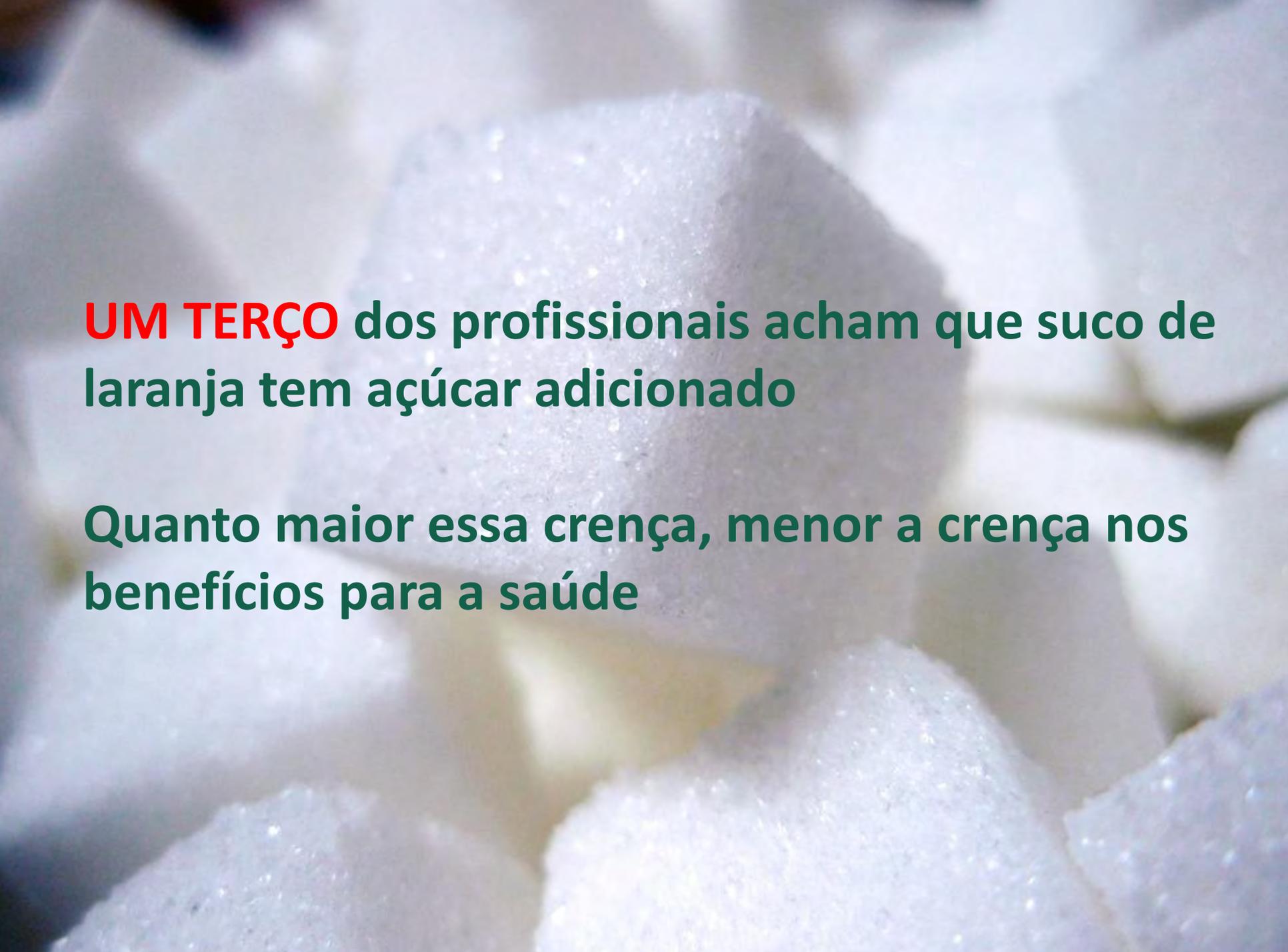
**86% recomendam
o consumo de
frutas e vegetais**



**Mas apenas
36% falam
sobre suco**

**Somente 46%
acreditam que
um copo de
suco = uma
porção de fruta**



A close-up photograph of several white sugar granules. The granules are irregular in shape and have a crystalline, faceted appearance. They are piled together, with some in sharp focus in the foreground and others blurred in the background. The lighting is bright, highlighting the texture and facets of the sugar.

UM TERÇO dos profissionais acham que suco de laranja tem açúcar adicionado

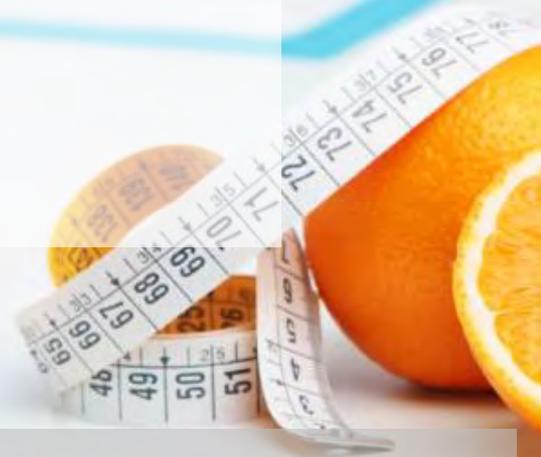
Quanto maior essa crença, menor a crença nos benefícios para a saúde



Recomendam
que seus
pacientes
PAREM ou
diminuem
consumo

Pediatras 46%

Nutricionistas 74%



5 Entre os que **RECOMENDAM** consumo de suco, os motivos principais são:

- Pode substituir uma porção de fruta (22%)
- Conteúdo de vitaminas/vit. C (19%)
- É bom para a saúde (18%)



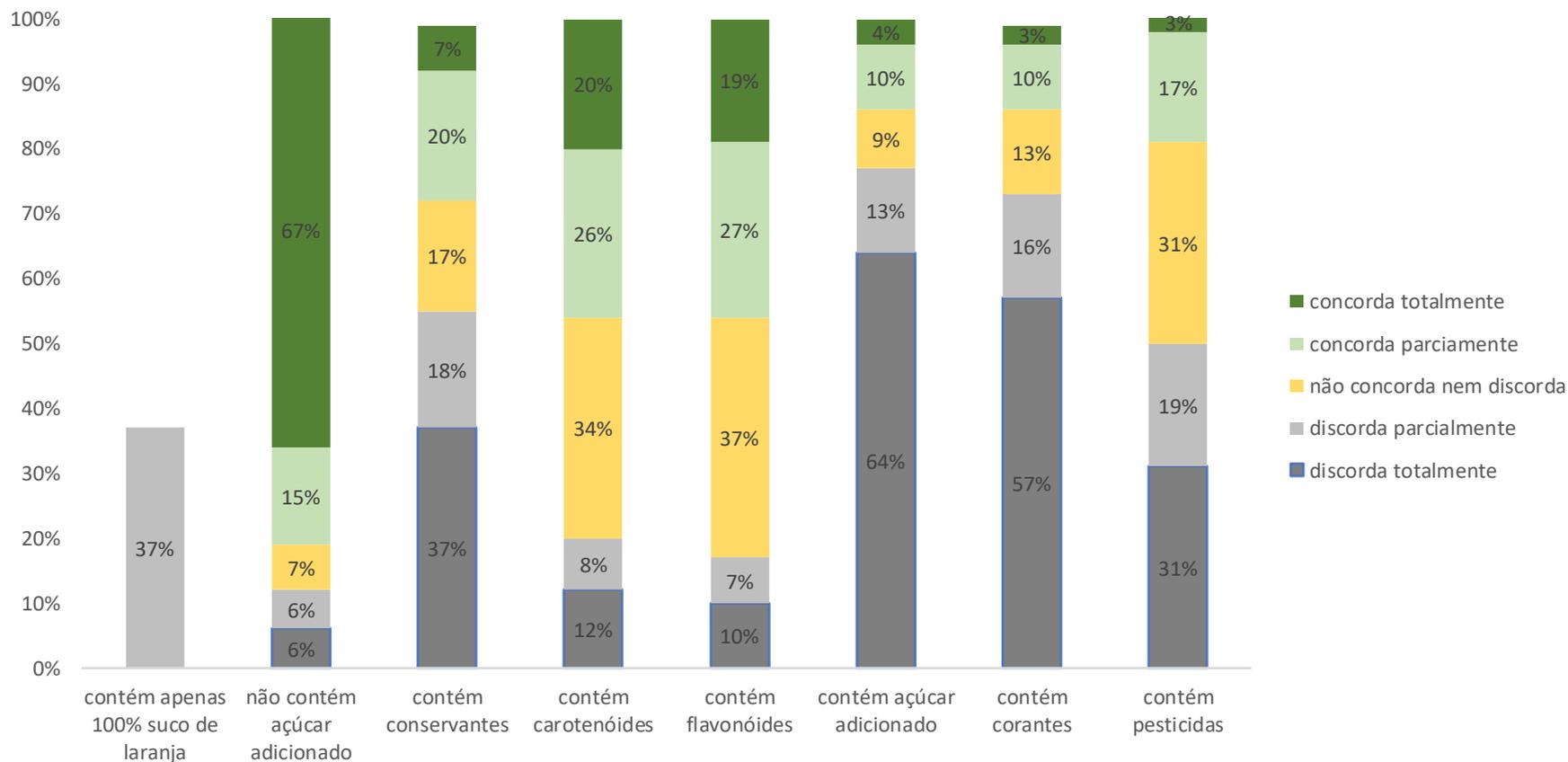
Entre os que **NÃO** recomendam consumo de suco, os motivos principais são:

- Conteúdo de açúcar/diabetes (27%)
- Obesidade (15%)
- Preocupação com volume (19%)
- Preocupação com substituição da fruta (19%)



FALTA DE INFORMAÇÃO É GENERALIZADA

Quais dessas afirmações são verdadeiras a respeito de suco de laranja?



Fonte: Estudo IPSOS realizado entre Nov e Dez/2017 com 2099 pediatras, clínicos gerais e nutricionistas nos 14 países da campanha

-35 anos

+50 anos

30%

1 copo = 1 porção de fruta

49%

54%

Acham que o suco é um
complemento saudável na dieta

71%

52%

Acreditam que suco de laranja
embalado é saudável

78%

Se informam em redes sociais

Preferem mídia tradicional



16% conhecem a campanha
27% leram/ouviram recentemente
algo positivo sobre suco de laranja

Fonte: Estudo IPSOS realizado entre Nov e Dez/2017 com 2099 pediatras, clínicos gerais e nutricionistas nos 14 países da campanha

O CASO DA ALEMANHA

- Conhecimento sobre suco de laranja aumentou consideravelmente de 2016 para 2017
- Mas a crescente preocupação com o açúcar ainda respinga no suco

Question 11		Values 2016
Misunderstandings about orange juice (agree)		
consists of 100% oranges	60	52
contains added sugar	39	43
contains conservatives	37	45
contains colourants	31	33
contains carotenoids	64	57
contains flavonoids	67	58

Question 3ab		Values 2016
Reasons for serving suggestion (3 most common, total)		
fruit source/fruit substitute	25	23
a lot of vitamin C	24	7
for people who cannot eat fruit	11	9

Question 5ab		Values 2016
Reasons for serving reduction suggestion (3 most common)		
high, natural sugar content	48	39
people with diabetes	26	23
overweight people	25	23

Fonte: Estudo realizado pela Associação Alemã de sucos em 2016 e 2017, com 300 profissionais desse mercado

Exemplos de atividades – Janeiro 2018



Participação em eventos científicos:

Encontro Anual de Nutricionistas Dinamarca

Congresso Francês de Nutrição

Congresso Nacional de Alimentação Polônia

Conferência Sociedade Pediatras Polônia



5 **workshops** em universidades Portuguesas (composição nutricional e suco para atletas)

Mesa redonda profissionais Reino Unido

Parcerias Instituto Irlandês de Nutrição, 10 blogs de maternidade Inglaterra



27k materiais enviados para escolas na Áustria, **press releases** Alemanha (suco não é só café da manhã), Polônia (prevenção doenças, função cognitiva), **finalização e-book** Portugal, **publicações** em 3 revistas médicas Espanha, 1700 materiais enviados para **profissionais** na Alemanha

HOJE, O SUCO DE LARANJA TEM VOZ



WWW.FRUITJUICEMATTERS.EU



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[WHAT'S IN 100% FRUIT JUICE?](#)

[JUICE IN YOUR DIET](#)

[FROM FARM TO GLASS](#)



FRUIT JUICE MATTERS

Science and health information on 100% fruit juice.

There's more to 100% fruit juice than its refreshing taste. Fruit Juice Matters is brought to you by AIJN (the European Fruit Juice Association). Our mission is to share the science behind 100% fruit juice and celebrate its goodness.

Study the research demonstrating the health benefits of fruit juice and see why world-renowned experts believe 100% fruit juice is good for health and a tasty and convenient way to fit a serving of fruit into our diets.

*For example, 100% orange juice is a source of vitamin C which helps reduce tiredness and fatigue

A blurred background image showing a person's hands holding a tall glass of golden beer. The person is wearing a dark jacket. The background is out of focus, showing what appears to be a bar or restaurant setting with warm lighting.

OBRIGADA!!!