

# How to export... fruit juice to the European Union?



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The European Union (EU) is the world's biggest single market, so many businesses around the world would like to export to it to meet consumer demand. Sometimes, potential exporters feel they need more information on how to meet EU standards. Help is at hand. With the Export Helpdesk, you can find all the facts and figures you need: information, forms and contacts. So, if you want to export fruit juice to the European market, where do you start?

## What requirements must you meet to export fruit juice to Europe?

The Export Helpdesk is an online service providing information on how to export to the European Union.

This free, user-friendly service provides all the information you need about EU import requirements, tariffs, preferential trade agreements and statistics, in a tailor-made way, *product by product, country by country*

[www.exporthelp.europa.eu](http://www.exporthelp.europa.eu)



### Health requirements for beverages

Beverages must comply with EU health and safety requirements. Fruit juice can only be exported to the EU if it complies with the relevant food law or equivalent conditions. For instance, food business operators – including the final importer – should be able to trace and identify where their products have come from and where they are going as well, to rapidly provide this information to the competent authorities, if required. This is called 'traceability'.

*More details on hygiene rules for foodstuffs are available from the Export Helpdesk.*

To ensure that beverages sold on the EU market are safe and do not contain contaminants that could threaten human health, they must comply with EU safety standards. There are, for instance, limits set on the amount of lead, tin or the mycotoxin palutin allowed in fruit juices, concentrated fruit juices as reconstituted, and fruit nectars.

*Find out more about the limits on contaminants in beverages: consult the Export Helpdesk*

There are also limits on pesticide residues in fruit juices to be exported to the EU, to avoid unacceptable risks to human health. Maximum pesticide residue limits have been set for each fruit and full details are available from the Export Helpdesk's *EU pesticide database*.

For example, only 0.5 mg of diphenylamine is allowed per kg of apples used to produce fruit juice for export to the EU.

## Fruit juice labelling

EU food labelling rules ensure that consumers get essential information to make an informed choice when purchasing food. To help consumers in choosing, certain information must always be provided on the label:

- The name under which the product is sold. In the absence of EU and national provisions applicable to it, the name should be a customary name or description of the food. A trademark, brand name or fancy name can be used, but the label must also give the generic name of the product. The food's physical condition or the specific treatment it has undergone (concentrate, soluble, etc) must also be included if its omission could be misleading for consumers.
- The list of ingredients, including additives. Presence of substances known for their ability to spark allergic reactions and intolerances should be always stated.
- The net quantity (weight, volume) of pre-packaged foodstuffs.
- The recommended date until which the product retains its specific properties, formatted as day, month and year in that order, and preceded by the words 'best before'.
- Any special conditions for storage or use.
- The name or business name and address of the manufacturer or packager, or of a seller established in the EU.
- Place of origin or provenance, where failure to give such particulars might mislead the consumer.
- Lot marking on pre-packaged foodstuffs, with the marking preceded by the letter 'L', to enable tracing.



This information must appear on the package or on a label attached to pre-packaged fruit juice.

There are also requirements that apply specifically to fruit juices, concentrated fruit juices, dehydrated fruit juices, and fruit nectars. For these, the label must state:

- if the final juice is a mixture of different fruit juices;
- if the final juice has been sweetened;
- if the final juice has been obtained entirely or partly from a concentrate.

For concentrated fruit juice, if the product is not intended for the final consumer, the label must also state whether any sugars, lemon juice or acidifying agents have been added to the product. There are also specific rules regarding the addition of sugars in juices. *You can find the most updated information at the Export Helpdesk.*

*Details of raw materials and additives authorised for use in manufacturing juice and nectar are available from the Export Helpdesk.* For fruit nectar, there are minimum levels of fruit juice and/or fruit purée content required, and these must be stated on the label.

The label must be easy to understand, visible, legible and indelible. All pre-packaged foods must be labelled in a language that is easily understood by consumers. Usually this means in the official language(s) of the European country where the product is to be marketed. However, the use of foreign terms or expressions easily understood by the purchaser may be allowed.

*The information contained in this factsheet can in no way be regarded as a commitment on the part of the European Commission. For further information, please contact the National Authority of the EU country to which the product will be exported*

Now that you know the basic conditions for exporting your product to the EU, do you need further details, forms or statistics? Would you like to know whether your country has a special trade agreement with the EU that means import tariffs have been reduced, or even eliminated? Do you need further details on rules of origin?

Check with the Export Helpdesk! [www.exporthelp.europa.eu](http://www.exporthelp.europa.eu)