



March 2012 Feature Story:

“Agrana, one of the world’s major juice supply companies, sees a bright future for the blackcurrant!”

The global fruit juice supply giant, Agrana, announced this month that it would become a benchmark sponsor of the International Blackcurrant Association.

This sponsorship has resulted from Agrana’s review of the potential for blackcurrants across a range of countries and for both health and F&B consumer values.



Franz Ennser
Managing Director,
Agrana Juice Holding GmbH

“Our primary source for Blackcurrant fruit supply is Europe (and especially Poland and Denmark) but we see the global potential of this “King of the Berries” and we’re pleased to see the development of production in more than 14 different countries around the world,” says AGRANA Juice Holding’s Managing Director, Franz Ennser.

Franz Ennser will be an independent Director on the Board of the International Blackcurrant Association and looks forward to help shaping the strategies that will create a positive future for the industry.

“When I review the emerging science and market research for blackcurrant products the industry has two very distinct but both very positive futures: one on a range of health and bio-functionality platforms, and the other in the more traditional food and beverage markets,” says Franz Ennser.

Franz Ennser has been appointed an independent member of the Board of the International Blackcurrant Association and will assist with setting global strategic development for the Association.

Bill Floyd, Editor