Juice Products Association

Communications & Advocacy Update

Carol Freysinger
September 2018
Our Mission
To connect members by strengthening the juice products industry, providing a unified voice, serving as the expert resource, enhancing industry best practices, and promoting consumer benefits of juice products.

Our Key Objectives

• JPA engages in proactive advocacy
• JPA is the source for the best connections in the juice industry
• JPA is the trusted source in the juice industry for information
Updates

• Juice research
• Promoting the category
• Trade defense
Pipeline of science

Create messaging for each stakeholder

Share the message via: Earned, Owned & Paid Channels
100 % Fruit juice and measures of glucose control and insulin sensitivity: a systematic review and meta-analysis of randomized controlled trials
Researchers: Mary M. Murphy MS, RD, Erin C. Barrett, Kara A. Bresnahan and Leila M. Barraj
Published: Journal of Nutritional Science, December 2017

Dietary and Economic Effects of Eliminating Shortfall in Fruit Intake on Nutrient Intakes and Diet Cost
Researchers: Colin Rehm, PhD and Adam Drewnowski PhD
Published: BMC Pediatrics, July 2016

Replacing 100% Fruit Juice with Whole Fruit Results in a Trade Off of Nutrients in the Diets of Children
Researchers: Theresa Nicklas, DrPH, Carol E. O’Neil PhD, RD and Victor Fulgoni PhD
Published: Current Nutrition & Food Science, October 2015
Strategic Research Objectives

- Promote Health Benefits
- Protect and Defend
- Support Dietary Guidelines
- Support Public Policy
Upcoming JPA 2018 Research

Long-term Effects of Fruit Juice Consumption on Diet Quality in Children and Adolescents
    Researcher: Lynn Moore of Boston University

Nutritional Assessment of the Impact of Changes in the WIC Program Related to 100% Fruit Juice
    Researcher: Victor Fulgoni of Nutrition Impact

Dental Literature Review
    Researcher: Biofortis
Key Opinion Leader Outreach

- In-person events
- Presentations
- Advertorials
- 1-on-1 meetings
Educating KOLs

55 Key Opinion Leaders

- Nutritionists
- Media Dietitians
- RD Journalists
- MyPlate Strategic Partners
- Academia
Consumer Outreach
Consumer Outreach

**Heart Health**
Orange juice has been shown to support cardiovascular health.

**Vitamin C**
Orange juice is a good source of Vitamin C which is needed for the growth and repair of cells and is important for immune function.

**Potassium**
Orange juice is a good source of potassium. Potassium is essential for managing the body's fluid balance, supporting healthy blood pressure, nerve and muscle function.

**Thiamin (vitamin B1)**
Orange juice is a good source of thiamin (vitamin B1) which helps the body process energy from the food we eat. It's also important for muscle and nervous system function.

**Folate**
Orange juice is a good source of folate. Folate helps your body produce healthy cells and genetic material like DNA. For pregnant women, getting enough folate helps prevent birth defects such as spina bifida.
The New York Times

Opinion

Seriously, Juice Is Not Healthy

By Erika R. Cheng, Lauren G. Flechtner and Aaron E. Carroll
The writers are professors of pediatrics.

July 7, 2018

Opinion

LETTER

Is Fruit Juice Bad for You? Not So Fast

July 17, 2018
Learn the Facts about Juice

**Juice & Lead**

Children are not being over-exposed to lead in juice. In fact, juice is a food that the EPA recommends as part of a healthy diet to fight lead poisoning.

According to the Environmental Protection Agency, lead can be found in all parts of our environment – the air, the soil, the water, and even inside our homes. Therefore, many products that come from nature may contain trace amounts of lead. The US Food and Drug Administration (FDA) monitors levels of lead in foods and drinks and has set an upper limit for lead in fruit juices at 50 parts per billion (ppb).
Sharing Our Message
Trade Defense 2018 (so far)

• **June 22:** EC enacts “rebalancing measures”. Targeted list of U.S. imports to the EU worth €2.8 billion including orange and cranberry juice. Additional duty of 25%.
• **July 1:** Canada sets tariffs on FCOJ, at 10%.
• **July 10:** Trump Administration proposes $200B in additional tariffs on Chinese imports, including juice products. Juice tariff at 10%; later upped to 25%.
• **August 20:** JPA Chair Andrew Taylor testifies before USTR
• **September 11:** JPA joins Americans for Free Trade coalition and Tariffs Hurt the Heartland Campaign.
• **September 17:** Trump Administration finalizes 10-25% tariffs on July 10 list, including juices for Sept 24; warns of new tariffs on $267B more Chinese imports to US.
Keynote:
“Thirst for Growth: Juice Consumption Trends in the U.S.”

Gary Hemphill, Managing Director of Research,
Beverage Marketing Corporation
Thank you!