



Juice Industry Issues and Opportunities

Presented by:

- **Diane Welland MS, RD**
 - Nutrition Communications Manager
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 - Communications Manager



Juice Products Association

Serving the Juice Products Industry since 1957

JPA Mission

To strengthen the juice products industry by providing a unified voice, serving as the expert resource, enhancing industry best practices, and promoting consumer benefits of juice products.



JPA Strategy for 2015-2016

Defend and promote the health benefits and safety of juice.

What do Consumers think about Juice?

- Consumer research taking an in-depth look at juice consumers and non-consumers:

Qualitative:

Focus Groups &
Online Forum

Quantitative:

Online Survey

Consumer Research Objectives

Identify barriers and drivers to consuming juice among target audiences

Explore the feelings, attitudes and behaviors of juice consumption

Identify messaging that could boost juice consumption

Quantitatively gauge attitudes and behaviors related to purchasing and consuming juice



What did we learn?

Key Learning #1

“Juice non-drinkers had memories of drinking juice as a child, but over the last decade, information gleaned through the media has caused them to believe drinking juice is unhealthy.”

Key Learning #2

“Lapsed juice drinkers generally had a health event or a desire to lose weight that caused them to decrease their juice consumption. Many had replaced juice with water.”

Key Learning #3

“Sugar and calories are the two main barriers to drinking juice. There is a belief among some that 100% juice has added sugar.”

Key Learning #4

“Drivers to drinking juice include taste, vitamins and minerals, healthy benefits, the way it complements meals, hydration and refreshment.”

Key Learning #5

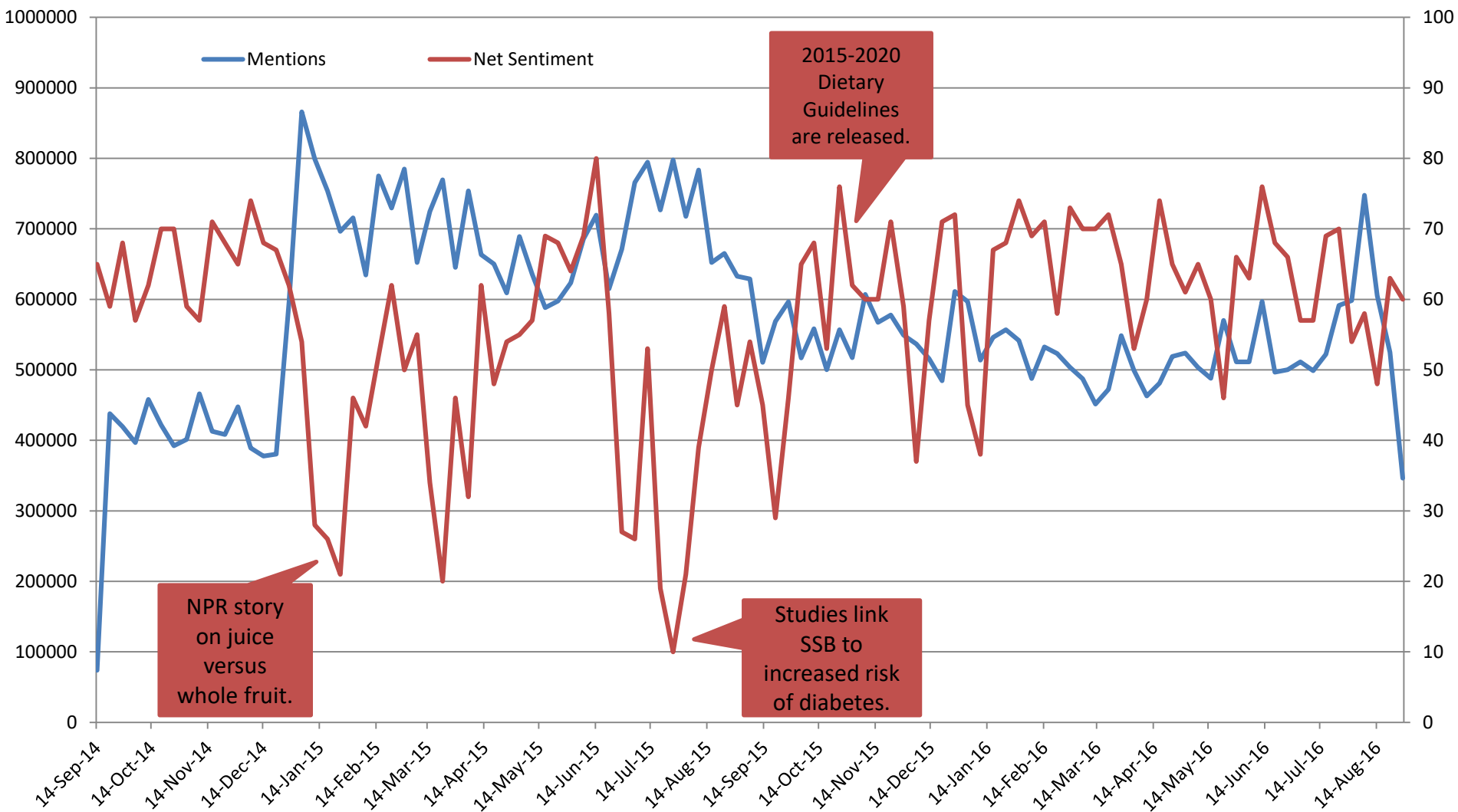
“Health care providers, dietitians, nutritionists and certain governmental agencies are seen as trustworthy sources of information.”

Online Conversation – 2014 - Today

Period Summary

58,838,100
Mentions

55%
Net Sentiment

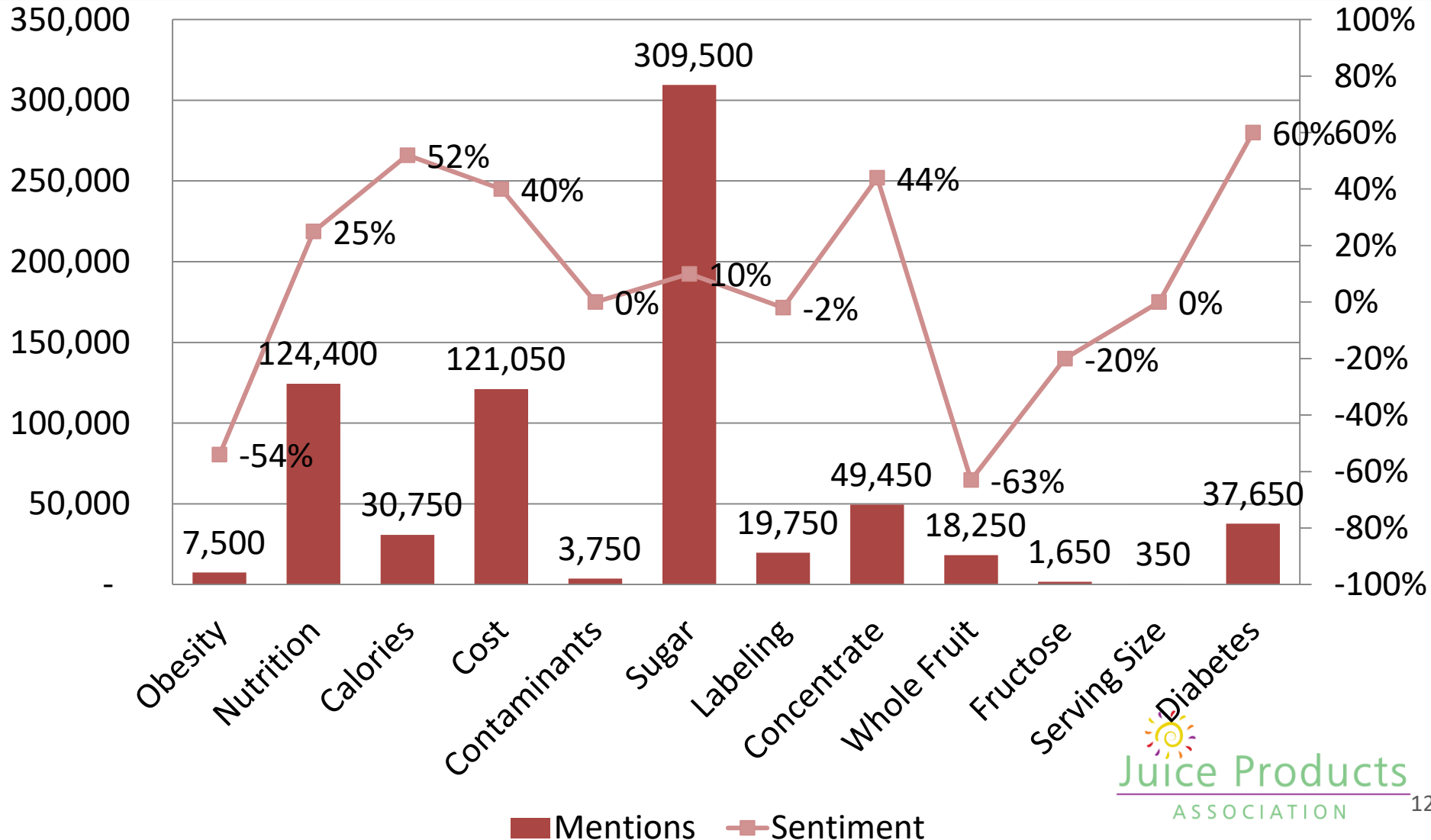


Topics of Online Conversation in 2016

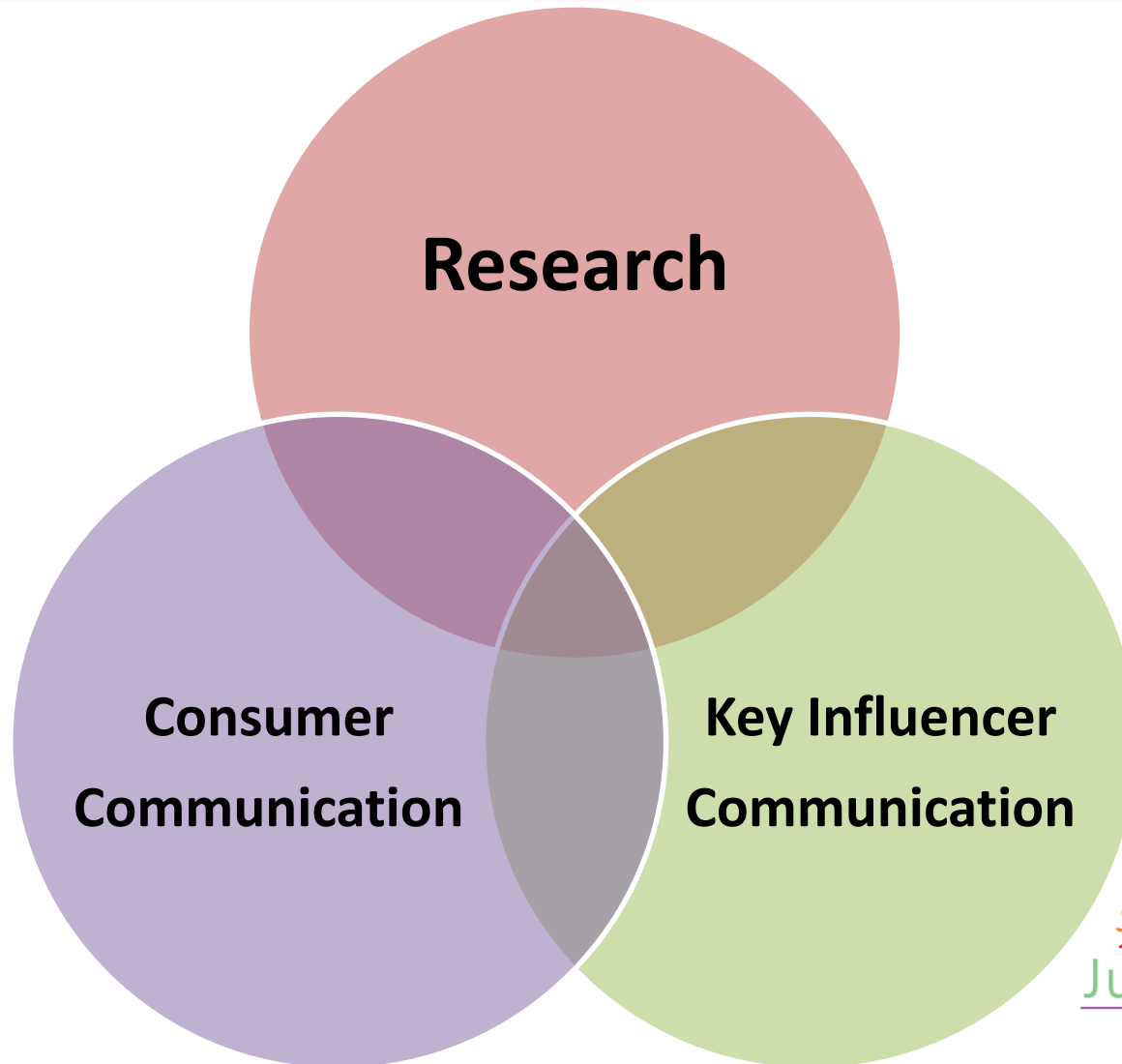
Year to Date: Summary

18,482,850
Mentions

63%
Net Sentiment

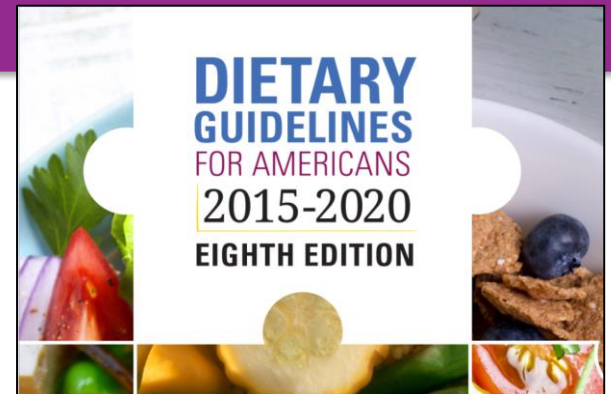


How we responds to consumer sentiment: JPA Nutrition and Communications Program





Where does Juice Stand? 2015-2020 Dietary Guidelines



2015 - 2020 Dietary Guidelines

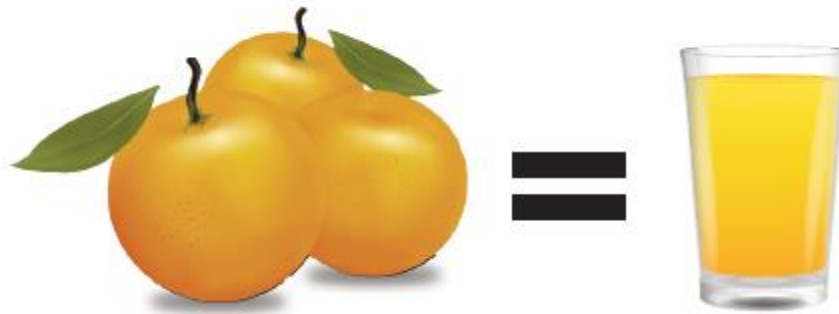
States:

- Fruit and vegetable juices, *“contain important nutrients such as calcium, potassium, and vitamin D, in addition to calories.”*
- *“Beverages that are calorie-free—especially water—or that contribute beneficial nutrients, **such as fat-free and low-fat milk and 100% juice, should be the primary beverages consumed.** Milk and 100% fruit juice should be consumed within recommended food group amounts and calorie limits.”*



2015 - 2020 Dietary Guidelines

½ cup 100% Fruit Juice = ½ cup Whole Fruit



Up to half of your the daily fruit intake may come from 100% juice.

JPA is a MyPlate Strategic Partner

Insure that 100% juice, as part of the fruit group continues to be included in USDA Dietary Guideline educational and promotional material

Align juice messaging with Dietary Guideline for Americans programs, projects and initiatives

1 Follow a healthy eating pattern across the lifespan. All food and beverage choices matter. Choose a healthy eating pattern at an appropriate calorie level to help achieve and maintain a healthy body weight, support nutrient adequacy, and reduce the risk of chronic disease.

Follow a healthy eating pattern over time to help support a healthy body weight and reduce the risk of chronic disease.

A healthy eating pattern includes:

- Fruits
- Vegetables
- Protein
- Dairy
- Grains
- Oils

A healthy eating pattern limits:

- Saturated fats and trans fats
- Added sugars
- Sodium

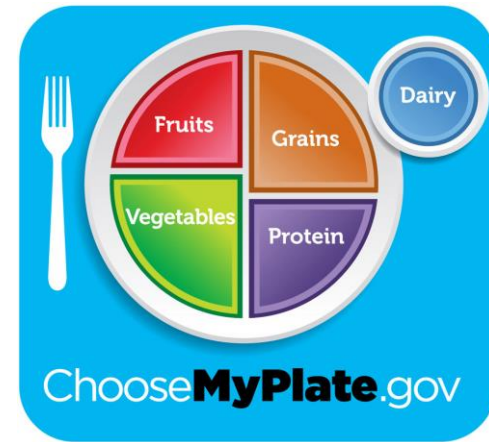
2 Focus on variety, nutrient density, and amount. To meet nutrient needs within calorie limits, choose a variety of nutrient-dense foods across and within all food groups in recommended amounts.

3 Limit calories from added sugars and saturated fats and reduce sodium intake. Consume an eating pattern low in added sugars, saturated fats, and sodium. Cut back on foods and beverages higher in these components to amounts that fit within healthy eating patterns.

4 Shift to healthier food and beverage choices. Choose nutrient-dense foods and beverages across and within all food groups in place of less healthy choices. Consider cultural and personal preferences to make these shifts easier to accomplish and maintain.

5 Support healthy eating patterns for all. Everyone has a role in helping to create and support healthy eating patterns in multiple settings nationwide, from home to school to work to communities.

Promote and educate consumers about the importance of eating fruits and vegetables and following the Dietary Guidelines with other partners



Communicating the Dietary Guidelines

Shared with Media

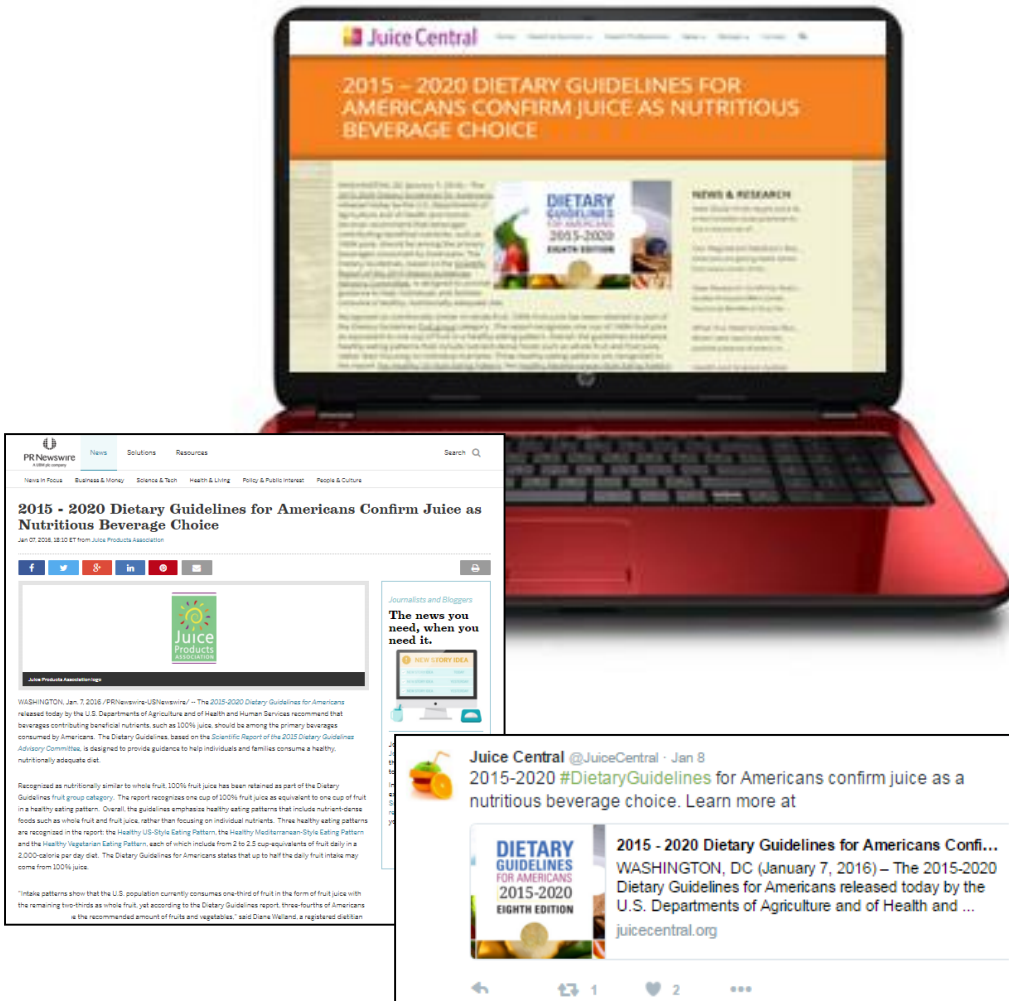
- Distribution of press release

Shared with Consumers

- Posted to Juice Central
- Focus of Social Media Content, supported with social media ads
- Included in all outreach materials
- Info on juice to be included in upcoming MyPlate messaging

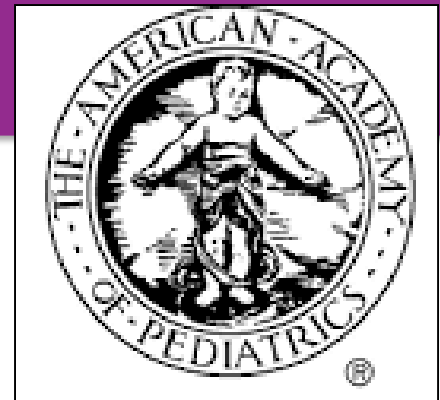
Shared with Key Opinion Leaders

- eBlast to health professionals
- Webinars to dietitians and health professional
- Included in all outreach materials





Where does Juice Stand? American Academy of Pediatrics



Statement/Guidelines on Juice

- JPA has presented peer-reviewed research and acted as a resource to AAP for all juice-related issues
- Juice recommendations being re-issued



Where We Stand: Fruit Juice

The American Academy of Pediatrics recommends that fruit juice not be given to infants under six months of age since it offers no nutritional benefit to babies in this age group. After six months of age, infants may have limited amounts of juice each day.

- **For children older than six months**, fruit juice offers no nutritional benefits over **whole fruit**. Whole fruits also provide **fiber** and other nutrients. Infants should not be given fruit juice at bedtime, nor as a treatment of **dehydration** or management of **diarrhea**.
- **For children ages one to six years old**, limit fruit juice consumption to 4 to 6 ounces (120–180 ml) each day.



Communicating AAP Guidelines

- Current AAP Guidelines allow industry to refer to a recognized health authority for children's serving sizes
- Included in:
 - All **Consumer** Communication
 - All **Media** Statements and **article responses**
 - **Health professional** education



How much juice should children drink?

According to the 2015 Dietary Guidelines for Americans and the American Academy of Pediatrics (AAP), 4 to 6 ounces of 100% fruit juice per day is appropriate for young children. For children age 7 and older, the AAP says the serving size may go up to 8 to 12 ounces per day.



Where does Juice Stand? Published Science and Media

Positive Studies from 2016

Preprint Number: 2017P

100% Fruit Juice and Measures of Glycemic Control and Insulin Sensitivity: A Meta-analysis of Randomized Controlled Trials

Mary M Murphy, Eric C Bonner, Lilla M Borrelli
Expansive, Inc., Center for Clinical Nutrition and Food Safety, Washington, DC

INTRODUCTION
Randomized controlled trials have identified a range of randomized and non-randomized trials that have been conducted to evaluate the effect of 100% fruit juice on glycemic control and insulin sensitivity in individuals with type 2 diabetes mellitus.

METHODS
Literature Search and Study Selection
A systematic review was conducted to identify randomized controlled trials that compared the consumption of 100% fruit juice to other beverages in individuals with type 2 diabetes mellitus.

RESULTS
Literature Search, Study Characteristics
A total of 10 RCTs of 100% fruit juice in 1,147 individuals with type 2 diabetes mellitus were eligible for inclusion in the review (Fig 1). Characteristics of the 10 RCTs of 100% fruit juice included in the review are presented in Table 1.

Effect of 100% Fruit Juice on Diabetes Outcomes
Overall, 100% fruit juice was found to have a beneficial effect on glycemic control and insulin sensitivity in individuals with type 2 diabetes mellitus.

CONCLUSIONS
Consumption of 100% fruit juice was associated with improved glycemic control and insulin sensitivity in individuals with type 2 diabetes mellitus.

RESEARCH | OPEN ACCESS

Socioeconomic gradient in consumption of whole fruit and 100% fruit juice among US children and adults

Adam Drewnowski and Colin D Rehm
Nutrition Journal 2015, 14:3 | DOI: 10.1186/s12914-014-3 | Received: 16 July 2014 | Accepted: 17 December 2014 | Published: 17 December 2014

Open Peer Review reports

Abstract
Background
The consumption of fruit is generally associated with lower risk of chronic disease. Most previous studies evaluating consumption of whole fruit, which may conceal interesting patterns in consumption.

Objective
To estimate demographic and socioeconomic correlates of consumption of whole fruit and 100% fruit juice among children and adults in the United States.

Design
Secondary analyses of two cycles of the nationally representative Examination Survey (NHANES) from 2007–2010, by age, sex, and race/ethnicity.

Results
Total fruit consumption (population average of 1.06 cups per day). Overall, whole fruit provided about 65% of total fruit consumption. 100% juice consumption was highest among children and lowest among older adults. Total higher among those with higher incomes or more education. Consumption was found among children, racial/ethnic groups, and education.

Conclusions
Consumption patterns for whole fruit versus 100% fruit juice vary by race/ethnicity, education, and income. The advice to consume more fruit is a challenge for the economically disadvantaged and short of national goals.

USDA United States Department of Agriculture
Agriculture Research Service

Can Cranberry Juice Boost Heart Health?

May 2016 - Contents | + Share | 41 Podcasts

Drinking two glasses of cranberry juice a day may lead to significant heart health benefits, according to a study led by [Jagan Reddy, an Cardiovascular Research Center \(CVRC\) physician at the Johns Hopkins University School of Medicine](#).

Ninety-nine men aged 45 to 65 with low-to-moderate cardiovascular risk were randomized to either a low-calorie cranberry juice or a placebo (water) for 12 weeks. The researchers found that the cranberry juice group had significantly lower levels of C-reactive protein (CRP), a marker of inflammation, and lower levels of blood pressure, glucose, and insulin resistance compared to the placebo group.

The research was funded by [Dorland Foods, Cranberry Juice](#), and the company provided the juice, but it was not involved in conducting the study, the analysis, or interpretation of the results.

At the end of the 12-week study, researchers measured levels of 12 indicators of "cardiovascular risk" in the volunteers' blood. Cardiovascular risk is the combined risk of coronary artery disease (CAD), diabetes, and stroke, which together are leading causes of death in the developed world. CVD alone causes 630,000 deaths in the United States each year. Risk of developing CVD, diabetes, and stroke can also be reduced with diet and exercise.

The results showed that volunteers who drank the juice had lower levels of 12 risk factors compared to volunteers on the placebo. "Finding differences in 12 of 22 factors is a notable result," Reddy says.

The effects included lower levels of triglycerides (16 percent), C-reactive protein (14 percent), diastolic blood pressure (5 percent), glucose (2 percent), and a health indicator known as insulin resistance (10 percent). CRP levels were also lower in the cranberry group. Higher levels of C-reactive protein may be associated with increased risk of CVD. High blood pressure can lead to stroke and heart disease. HDL cholesterol levels increase the risk of diabetes.

Previous studies have shown that cranberries are rich in the type of polyphenols (a group of chemicals found in plants) associated with a reduced risk of heart disease, diabetes, and stroke. But Reddy's study is the first to show that cranberry juice confers such health benefits in a randomized, double-blind, clinical trial, which is considered the gold standard in health and medical research. [Dorland Foods, Cranberry Juice](#), and the company provided the juice, but it was not involved in conducting the study, the analysis, or interpretation of the results.

*"Can Cranberry Juice Boost Heart Health?" was published in the [May 2016 issue](#) of [Agriculture Research Service](#).


- Presented at Experimental Biology, awaiting publication – “Systematic Diabetes Literature review which included a summary of 17 randomized controlled studies (RCT) on 100% fruit juice related to diabetes markers.”*
 - BMC Pediatrics - “Dietary and Economic Effects of Meeting Fruit Shortfalls in Nutrient Intakes and Diet Cost”*
 - USDA ARS - “Drinking Two Glasses of Cranberry Juice May Lead to Heart Benefit”
- * funded by JPA



Positive Studies

- **Journal of American Medical Association (JAMA) Pediatrics** – “Effect of Dilute Apple Juice and Preferred Fluids vs Electrolyte Maintenance Solution on Treatment Failure Among Children With Mild Gastroenteritis: A Randomized Clinical Trial”
- **American Journal of Clinical Nutrition (AJCN)** – “Tart Cherries Juice Could Reduce Cardiovascular Disease Risk”
- **USDA ERS** – “When it Comes to Fruits and Vegetables, Fresh is Not Always Cheaper”

AJCN. First published ahead of print May 4, 2016 as doi: 10.3945/ajcn.115.123869.



When it comes to fruits and vegetables, fresh is not always cheaper than canned or frozen

Related Data
[Fruit and Vegetable Prices](#)

Effect of Dilute Apple Juice and Preferred Fluids vs Electrolyte Maintenance Solution on Treatment Failure Among Children With Mild Gastroenteritis: A Randomized Clinical Trial

Stephen B. Freedman, MDCM, MSc¹; Andrew R. Wilton, PhD²; Kathy Teolis, MD³; Suzanne Schuch, MD^{3*}

[\[+\] Author Affiliations](#)

JAMA. 2016;315(18):1966-1974. doi:10.1001/jama.2016.5362. Text Size: A A A

[Article](#) | [Figures](#) | [Tables](#) | [Supplemental Content](#) | [References](#) | [Responses](#) | [CMB](#)

ABSTRACT

[ABSTRACT](#) | [INTRODUCTION](#) | [METHODS](#) | [RESULTS](#) | [DISCUSSION](#) | [CONCLUSIONS](#) | [ARTICLE INFORMATION](#) | [REFERENCES](#)

Importance: Gastroenteritis is a common pediatric illness. Electrolyte maintenance solution is recommended to treat and prevent dehydration. Its advantage in minimally dehydrated children is unproven.

Objective: To determine if oral hydration with dilute apple juice/preferred fluids is noninferior to electrolyte maintenance solution in children with mild gastroenteritis.

Design, Setting, and Participants: Randomized, single-blind noninferiority trial conducted between the months of October and April during the years 2010 to 2015 in a tertiary care pediatric emergency department in Toronto, Ontario, Canada. Study participants were children aged 6 to 60 months with gastroenteritis and minimal dehydration.

Interventions: Participants were randomly assigned to receive color-matched half-strength apple juice/preferred fluids (n=323) or apple-flavored electrolyte maintenance solution (n=324). Oral rehydration therapy followed institutional protocols. After discharge, the half-strength apple juice/preferred fluids group was administered fluids as desired; the electrolyte maintenance solution group replaced losses with electrolyte maintenance solution.


Main Outcomes and Measures: The primary outcome was a composite of treatment failure defined by any of the following occurring within 7 days of enrollment: intravenous hydration, hospitalization, subsequent unscheduled physician encounter, protracted symptoms, crossover, and 5% or more weight loss or significant dehydration at 12-person follow-up. Secondary outcomes included intravenous rehydration, hospitalization, and frequency of diarrhea and vomiting. The noninferiority margin was defined as a difference between groups of 7.5% for the primary outcome and was assessed with a 1-sided $\alpha=0.025$. If noninferiority was established, a 1-sided test for superiority was conducted.

Results: Among 647 randomized children (mean age, 38.3 months; 230 boys [35.6%]; 417 [64.4%]) without evidence of dehydration, 641 (99.2%) completed follow-up. Children who were administered dilute apple juice experienced treatment failure less often than those given electrolyte maintenance solution (14.7% vs 22.0%; difference, -8.3%; 95% CI, -9.1 to -7.5%; $P < .001$ for inferiority and $P = .006$ for superiority). Fewer children administered apple juice/preferred fluids received intravenous hydration (2.5% vs 9.0%; difference, -6.5%; 95% CI, -11.6% to -1.4%). Hospitalization rates and diarrhea and vomiting frequency were not significantly different between groups.

Conclusions and Relevance: Among children with mild gastroenteritis and minimal dehydration, initial oral hydration with dilute apple juice followed by their preferred fluids, compared with electrolyte maintenance solution, resulted in fewer treatment failures. In many high-income countries, the use of dilute apple juice and preferred fluids as desired may be an appropriate alternative to electrolyte maintenance fluids.

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JAMA. 2002;287(13):1636. doi:10.1001/jama.287.13.1636-JM04033-2. [\[+\] View More](#)

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Acid Base, Electrolyte
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We Promote the Positive

To Consumers:

EAT HEALTHY AND KEEP YOUR BUDGET IN CHECK - 100% JUICE CAN HELP!

By Diane Welland MS, RD

Eating more fruits and vegetables doesn't have to break the bank - especially if you include 100% juice in your pantry. A new cost analysis study conducted by the USDA Economic Research Service (ERS) showed that if you make smart choices it doesn't cost much to meet the 2 cups of fruit and 2.5 cups of vegetables recommended by the 2015-2020 Dietary Guidelines for Americans (DGA). The recent ERS data revealed that by including 100% juice, along with fresh, frozen and canned fruit and vegetable varieties, Americans can meet DGA recommendations for just \$2.10 to \$2.60 per cup. And 100% juice plays an important part in meeting the goal at a low price, as data for several types of 100% juice cost under 65 cents a cup.

It isn't always easy finding economical and healthy ways to feed your family, the demonstrates that a family of four can purchase a wide variety of fruits and vegetables to meet Dietary Guidelines on a limited budget based on USDA's Thrifty Food Plan. Supplemental Nutrition Assistance Benefits (SNAP). One hundred percent juice plays a role in helping to meet these healthy dietary goals. Looking for more tips on keeping your family eating a variety of fruits and veggies while sticking to a budget? Check out the...

Required Total	Cost
Required Total	\$2.10
Coke, 12oz	\$1.47
Apple Juice	\$0.51
Applesauce	\$0.28
Canned Corn	\$0.25
Canned Lentils	\$0.21
Canned Beans	\$0.18
Applesauce	\$0.17
Canned Tuna	\$0.16
Apple Juice	\$0.15
Apple Juice	\$0.15
Apple Juice	\$0.15
Apple Juice	\$0.15
Apple Juice	\$0.15

NEWS & RESEARCH

New Study Finds Apple Juice B...

A new Canadian study published online in the Journal of ...

Our Registered Dietitian's Res...

Americans are getting health advice from every corner of the ...

2015 - 2020 Dietary Guideline...

Blog Posts on Juice Central

Juice Central
May 4 at 4:47pm

You may know cranberry juice is good for urinary tract health, but new data shows it's also good for your heart!
<http://1.usa.gov/1q13dA9>

Juice Central Social Media & Newsletter

Facts about fruit and fruit juice

Feeding your family nutritious food and drinks can be tricky, especially when there are so many mixed messages about food out there. Diane Welland, nutritionist and registered dietitian, shares three reasons why 100 percent juice is a great way to help your family get those important fruits and vegetables into their diet.

1. Eighty percent of Americans are not getting the recommended servings of fruit in their diet.
- Like the whole fruit it comes from, fruit juice is filled with nutritious vitamins and minerals bodies need. Did you know juice is a top source of Vitamin C, potassium...
3. You can enjoy fruit and juice in a healthy diet.

Found no association between 100 percent juice intake and dental cavities, one study even found fewer cavities when children drank 100 percent juice more than twice a day.

Fruit juice and whole fruit are often pitted against one another, but there's no need to pick one or the other. Both can be an important part of a healthy diet. Recent research confirms most Americans eat a combination of fruit and fruit juice. In fact, according to another study published in International Journal of Child Health and Nutrition, children who drink juice also eat significantly more fruit than those who don't.

Fruit juice is included as a form of fruit in the USDA's 2015-2020 Dietary Guidelines for Americans, as it can and should be an important part of the diet for you and your family. Juice can be included as a beverage with a meal or incorporated into mouth-watering recipes or enjoyed on its own. Visit www.juice-central.org to see how juice can fit into your lifestyle.

- Brandpoint

Editorial Content

To Health Professionals and Nutrition Scientists:

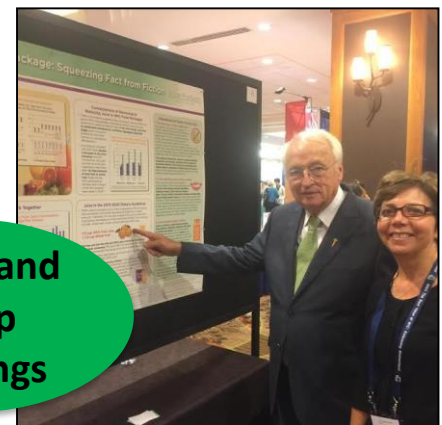
Implementing the Dietary Guidelines Research and Recommendations on 100% Juice in the Diet

Presented by
Manager

In-person presentations



1-on-1 and group Meetings



Results of Positive Promotion

Consumer Traction

Syndicated article audience: **58 Million**

Message Reach: **8.8 Million**

Engagement Rate: **221 Thousand**

Kudo's from RD's

"What perfect timing! I will update the Beverage Chapter of The Complete Food and Nutrition Guide Book (over 200,000 copies sold of 4th edition) with this research"

"The research is so important because consumers are so confused. Dietetic professionals also don't understand the science. That's why this research is so valuable."



Welcome Dietitians to the JPA Dinner



www.juicecentral.org



Negative Science and Headlines

- **British Medical Journal (BMJ)** - “Fruit and vegetable consumption in adolescence and early adulthood and risk of breast cancer”
- **Experimental Biology Abstract** – “Sugary Beverages Linked to Prostate and Breast Cancer”
- **Experimental Biology Abstract** – “Consumption of Total Fruit, Vegetables, Whole Grains and Added sugars in Diets of Young Children from the National Health and Nutrition Examination Surveys (NHANES)”
- **USDA** – Release of Guidance level of Arsenic in Rice



We Defend Juice

Educate Consumers

- Messaging on website and social channels
- Run digital advertising directing consumers to Juice Central
- Direct outreach on misinformation via social media

Respond to Media

- Share the science via letter to the editor, direct outreach to reporters on erroneous articles
- Supply comments to media on behalf of industry

Inform Key Opinion Leaders

- Discuss science-based research with media RDs, Nutritionists, Dentists, Pediatricians and others who share misinformation with the media

Snapshots of JPA Issues Response

The Washington Post
To Your Health

Americans' junk food habits start in toddler years. At age 1, we eat fries and brownies — but few veggies

The Washington Post
Letters to the Editor

By Ariana Eunjung Cha April 6

April 11

Americans are not eating enough fruits and vegetables. Victor Fulgoni's research, as reported in the April 7 Politics & The Nation article "[Junk-food habits start at toddler age, analysis finds](#)," confirmed this. The research is solid; however, information about the healthfulness of 100 percent juice included in the article was misleading. For maximum intake of nutrients, children and adults should be encouraged to eat more fruits and vegetables in all forms, including as juice.

As confirmed in [peer-reviewed published research](#), 100 percent fruit juice and whole fruit complement each other in the diet. The same study found that children who drink 100 percent juice tend to eat more whole fruit and have overall better-quality diets than those who don't. Juice drinkers also take in higher levels of important vitamins and minerals such as vitamin C, potassium and magnesium.

One hundred percent juice has the same nutrients found in whole fruit and no added sugar, which is why the 2015-2020 Dietary Guidelines for Americans include 100 percent fruit juice in the fruit group. If toddler feeding habits mirror dietary choices later in life, we should be encouraging consumption of healthy beverages such as 100 percent juice.

Diane Welland, Washington

The writer is a dietitian and manager of nutrition communications for the Juice Products Association.

Is this the worst 'good' food to feed your kids?

Published: Feb 5, 2016 4:43 p.m. ET



Aa

Parents should be careful when offering all-fruit products that have little fiber



By
AMY
HOAK
PERSONAL FINANCE EDITOR



As parents struggle to find healthy snacks to give their kids, smoothies, pureed fruit pouches and 100% fruit juices may sound like good options — especially as new federal dietary guidelines urge Americans to reduce their intake of added sugars.

But it's not that simple.

While federal guidelines released recently stated that no more than 10% of a person's calories should come from added sugar, parents should also be careful when offering all-fruit products that have little fiber to offset their sugar content, according to Robert Lustig, professor of pediatrics at the University of California, San Francisco. That's because pretty much any puree or juice — whether bought from a store or made in your home — can't match the amount of fiber

"Fruit is instead,

Can my child drink juice?

juicecentral.org/kids

Get age and serving recommendations for kids

Snapshots of JPA Issues Response

WHAT YOU NEED TO KNOW ABOUT JUICE AND ARSENIC

Recent news reports about the possible presence of arsenic in some wines and other foods have raised questions about juice. Here's what you should know: arsenic is a naturally occurring element in our environment. It is present in low levels in the air we breathe and in the crops we grow. Therefore it may be found in trace, harmless amounts in many naturally sourced foods.

What exactly is arsenic?

Arsenic is a naturally occurring element in our environment. It is widely distributed within the earth's crust, in rocks and metals, and also occurs in combination with other elements such as oxygen, in the environment through both natural



NEWS & RESEARCH

New Study Finds Apple Juice B...
A new Canadian study published online in the Journal of ...

Our Registered Dietitian's Res...
Americans are getting health advice from every corner of the ...

2015 - 2020 Dietary Guideline...
WASHINGTON, DC (January 7, 2016) - The 2015-2020 Dietary Guidelines ...

ELITE DAILY



Diane Welland · Registered Dietitian


As a registered dietitian working with the Juice Products Association, I would like to share some important information about juice that this article missed. The 2015-2020 Dietary Guidelines for Americans continue to include juice in the fruit group this is because 100% juice contains the same beneficial nutrients as whole fruit, including vitamin A, vitamin C, folate, potassium and other beneficial plant compounds with no added sugar. If you are looking for a healthy beverage, studies demonstrate that people who drink 100% juice have higher quality diets, eat more whole fruit, and have either comparable or higher total dietary fiber in their diets as well as lower intakes of saturated fat, total fat and added sugar than non-juice drinkers For more information, please visit www.juicecentral.org.

Juice Central
February 29 ·

Get the facts about 100% juice and children's dental health, straight from a registered dietitian: <http://bit.ly/1QnM4er>



NIH ODP @NIHprevents · Mar 2
@CDCgov: 1 in 3 Americans drinks sugary soda or juice daily. 1.usa.gov/1SHSv3l



Juice Central @JuiceCentral

@NIHprevents The study did not include 100% juice, which has many nutritional benefits. Read more about them here: bit.ly/1NluYGS

Latest Research - Juice Central
Key scientific research has supported the inclusion of 100 percent juice in a healthy diet for several reasons. Click on the topic below to find the supporting information. Review of Scie...
juicecentral.org



Where does Juice Stand? US Public Policy

New CACFP Meal Patterns



- Infant Meal Pattern
 - **The service of fruit juice to infants from 6 - 11 months is prohibited**
- Child and Adult Care Meal Pattern
 - **Service of juice is limited to once per day (one serving equivalent to 4-6 ounces per day)**
 - **100% fruit and vegetable juice blends are allowed (creditable) in CACFP**

Juice Industry Represented at CACFP Conference

Presented the latest research on juice at the National CACFP Conference

Results:

- Access to Final CACFP Rules
- Positive engagement with CACFP members
- Creating resource for facilities implementing feeding programs



Women, Infants and Children Program (WIC)



The Health and Medicine Division of the National Academy of Sciences is currently reviewing the WIC Food Package

New Study to support the inclusion of juice in the WIC Food Package:

Modeling study using NHANES Data 2008-2007-2008 and 2011-2012

Results:

- Fruit consumption patterns did not change, despite changes in food package.
- Removing or reducing juice from the package could have serious nutritional consequences in children and adults, decreasing diet quality and several nutrients important for health.



Women, Infants and Children Program (WIC)

JPA presented poster at the *2016 Nutrition Education & Breastfeeding Promotion Conference*

- JPA has presented two sets of:
 - Oral comments
 - Written comments



FDA's New Nutrition Facts Panel

SIDE-BY-SIDE COMPARISON

Original Label

Nutrition Facts	
Serving Size 2/3 cup (55g) Servings Per Container About 8	
Amount Per Serving	
Calories 230	Calories from Fat 72
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
<hr/>	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

New Label

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars 20%	
Protein 3g	
<hr/>	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

The new Nutrition Facts Panel will result in juice companies relabeling products:

- JPA presented to the FDA
- Written comments
- Oral comments

International Public Policy



JPA tracks international issues and coordinates with various international organizations to respond, including:

- European Fruit Juice Association (AIJN)
- The International Fruit Juice Union (IFU)
- British Fruit Juice Association (BFJA)
- Canadian Beverage Association (CBA)

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Thank you!
Questions? Contact us!



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