



# JUICE PRODUCTS ASSOCIATION





# JPA MEMBERS





# OUR FOCUS - THE MISSION



- **JPA CONNECTS MEMBERS BY STRENGTHENING THE ENTIRE JUICE PRODUCTS INDUSTRY.**
- **WE PROVIDE A UNIFIED VOICE, SERVING AS THE EXPERT RESOURCE, AND ENHANCING INDUSTRY BEST PRACTICES.**
- **OUR PROGRAMS PROMOTE CONSUMER BENEFITS OF JUICE PRODUCTS.**
- **OUR ASSOCIATION AIMS TO STABILIZE THE CONSUMPTION OF JUICE**

# ACHIEVING OUR MISSION



**TRUSTED SOURCE  
FOR INFORMATION**



**PROACTIVE  
ADVOCACY**



**BEST INDUSTRY  
CONNECTIONS**



# THE ROADMAP TO SUCCESS



THE TRUSTED SOURCE FOR INFORMATION



## START WITH RESEARCH

JPA research is centered around 100% juice

# THE TRUSTED SOURCE FOR INFORMATION



## THREE DISTINCT AUDIENCES

- Policymakers and Influencers
- General Consumers
- Wellness and Lifestyle Advisors



## RECENTLY PUBLISHED

### 100% Fruit Juice in Child & Adolescent Dietary Patterns

*Journal of the American College of Nutrition, July 2019,  
Dr. Robert Murray (pediatrician)*

### Evaluating the Impact of the Revised Special Supplemental Nutrition Program For Women, Infants, and Children, Fruit Juice Allotment on Fruit Intake, Dietary Quality, and Energy/Nutrient Intakes Among Children 1-4 years of age

*International Journal of Child Health and Nutrition,  
November 2018, T.A. Nicklas, C.E. O'Neil, V.L. Fulgoni III*





## UPCOMING RESEARCH

**Long-term Effects of Fruit Juice Consumption on Diet Quality in Children and Adolescents (two studies)**

*Researcher: Lynn Moore of Boston University*

**Intake of 100% Fruit Juice Is Associated with Improved Diet Quality of Adults: NHANES 2013-2016**

*Researcher: Victor Fulgoni of Nutrition Impact*

## ● PROMOTING THE SCIENCE

Through sipsmarter.org - JPA's consumer facing properties a we deliver toolkits and health tips for professionals and the general public



1

**Tweet chat with Produce for Better Health Foundation** reaching

**26,800**

**impressions**

**7,115**

**Downloads Of Registered Dietitian Toolkit**



### **Juice & Skin Health**

Your dietary choices can play an important role in promoting skin health. Diets rich in fruits and vegetables help provide your skin with a healthy bo...

[Continue reading →](#)

**30**

**Nutrition News & Health Tips Blogs on Sip Smarter**

# THE TRUSTED SOURCE FOR INFORMATION



## ● POSITIVE MEDIA COVERAGE

Content pushed to key opinion leaders by JPA's nutrition experts results in positive media coverage.



**ables for Performance?**  
Rosenbloom, PhD, RDN | Wednesday, January 9, 2019  
ating your vegetables could help your performance? V  
at the annual meeting of the Academy of Nutrition and  
rom the leading expert on dietary nitrate for health an  
the University of Exeter in the U.K.

February 2019 / Health / Feeding Your Family / Nutrition  
**Why it's ok to give your kids fruit juice**  
Enlarge this image



**Q** Is it healthy to drink juice every day?  
**A** Juice can contribute to an overall healthy diet, but not all juice is created equal. The most recent Dietary Guidelines for Americans (DGA) specifies that individuals should choose 100% vegetable or fruit juice, without added sugars. One cup of 100% juice provides at least one serving of fruits or vegetables and can help meet the recommended intake of 4½ total cups of fruits and vegetables per day. According to a recent report by the Produce for Better Health Foundation, the average adult intake of 100% juice is 1.5 cups daily, which is less than the recommended daily intake. This report also states that eating more whole fruits and vegetables in place of juice (with more water) is a healthier choice for non-juice-drinkers. Excessive juice consumption can lead to constipation, however, evidence suggests that drinking moderate amounts of juice is not linked to weight gain in adults. Juice consumption is more than whole fruits or other forms of fruits and vegetables. Juice can be a part of a healthy diet.  
—Esther Ellis, MS, RD

# THE TRUSTED SOURCE FOR INFORMATION



## ● ISSUE MANAGEMENT

Unfortunately not all coverage is positive. JPA monitors the landscape and is ready to respond - rapidly.

### Arsenic and Lead Are in Your Fruit Juice: What You Need to Know

CR finds concerning levels of heavy metals in almost half of tested juices. Here's how to protect yourself and your family.

By Jesse Hirsch  
Last updated: January 30, 2019



ILLUSTRATION: CHRIS PHILPOT



## 290+

news stories covered the  
Consumer Reports'  
findings



## 68%

of articles included JPA's  
statement defending the safety  
of juice.

"There is no scientific evidence indicating that the presence of trace levels of heavy metals in juice has caused any negative health outcomes among individuals at any life stage," the association said in a statement to TODAY.

## Bloomberg

"Juice producers make safety a priority 365-days-a-year, and believe the concerns cited by Consumer Reports' intermittent testing of selected products are unfounded. Consumers can be assured that juice is safe," the association said in an emailed statement. "Regardless of where the ingredients are sourced or where the juice is processed, all juice producers are required to manufacture products that comply with FDA regulations."



# JPA PARTNERS



American Academy of Pediatrics



FLORIDA DEPARTMENT OF CITRUS





## TARIFFS

- JPA is a coalition member with **Tariffs Hurt The Heartland** campaign.
- Major trade associations participate in the **American's for Free Trade** coalition.
- Engagement and education with the Administration on the effect of tariffs remains the priority.



## FDA AND WHO ENGAGEMENT

### **FDA Issues Final Rule for JPA Calcium and Vitamin D Petition**

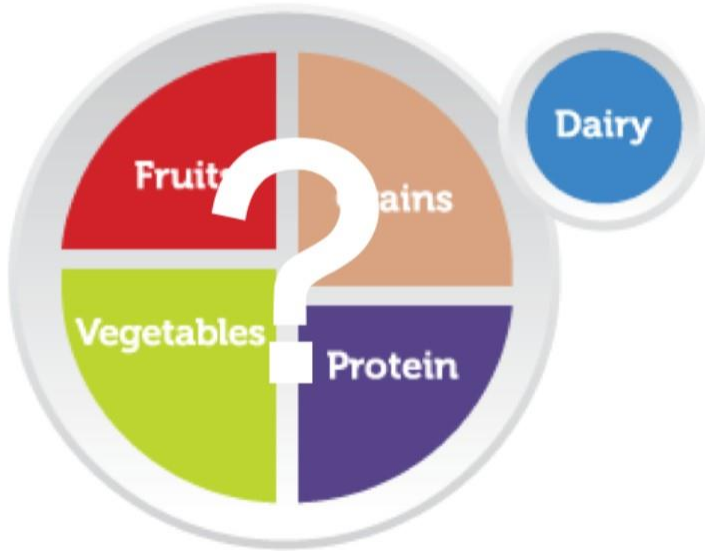
Maintains current calcium levels in fortified fruit juices and juice drinks.

### **FDA Final Guidance on Nutrition and Added Sugar Labeling**

All concentrated fruit or vegetable purees do not count as added sugars. When using the Brix level to calculate added sugars, the Brix is a minimum

### **WHO Removes Taxation Intervention Strategy of Sugar Sweetened Beverages Including Juice**

WHO Executive Board decision document no longer mentions taxation of 100% juice or SSB's



## 2020-2025 DIETARY GUIDELINES

- JPA aims to maintain 100% juice as part of fruit group.
- Maintain 100% juice as one of the primary beverages along with water and milk



# INDUSTRY CONNECTIONS



## JOIN US IN NASHVILLE

FOR THE

## 2020 ANNUAL MEETING

# INDUSTRY CONNECTIONS



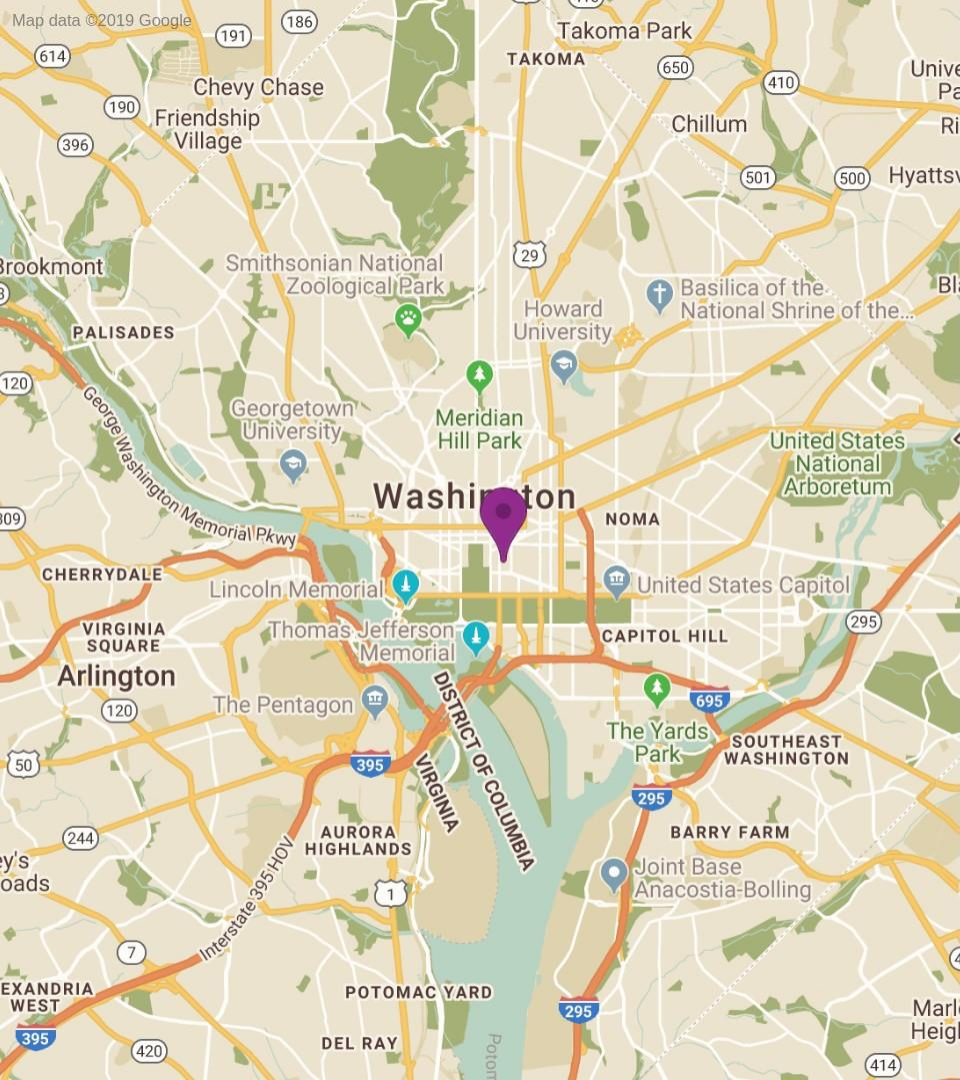
FALL BUSINESS MEETING

*New Orleans*



NOVEMBER 4-5, 2019

**REGISTER TODAY!**



# CONTACT US

Juice Products Association 529 14th Street NW,  
Washington, DC 20045



@sipsmarter



@SipSmarter



facebook.com/SipSmarter/



www.juiceproducts.org



www.sipsmarter.org



+1-202-591-2468

