JUICE PRODUCTS ASSOCIATION
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
START WITH RESEARCH

JPA research is centered around 100% juice
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

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.
POSITIVE MEDIA COVERAGE

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

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

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.

"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.”
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 the 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

Juice Products Association

FALL BUSINESS MEETING

New Orleans

November 4-5, 2019

REGISTER TODAY!
CONTACT US

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