Making a Case for the Healthfulness of Juice
Over the past 4 years juice has gotten a lot of media attention… and not all of it is positive…
Recent Headlines

How fruit juice went from health food to junk food

the guardian

Forget the juice and eat the whole fruit instead

abc NEWS

Fruit Juice May Not Be Healthier Than Soda; It's Loaded With Sugar And Slows Metabolism

Medical Daily

Are Milk and Juice Responsible for Your Child's Weight?
Program Objective

“To protect and improve the acceptability of consumption of 100% fruit juices”
Three Pronged Approach:

- Scientific Research
- Key Opinion Leader Outreach
- Consumer Outreach
Why Research?

- Scientific based information is most powerful counter to false claims.
- Share fact-based knowledge with regulatory and health and nutrition communities.
- New studies help to educate media and consumers.
- Serve as go-to source for information about juice.
Fruit Juice and Diet Quality

- “Association between 100% fruit juice (FJ) consumption and nutrient intake, diet quality, and weight in children (2-18 yrs.): National Health and Nutrition Examination Survey (NHANES) 2007-2010”
- Nutrition Impact, LLC (Victor Fulgoni III)

Fruit Juice and Fruit Swapping

- “Replacing 100% Fruit Juice With Whole Fruit Results in a Trade-off of Two Nutrients Only in the Diets of Children: National Health and Nutrition Examination Survey (NHANES) 2007-2010”
- Nutrition Impact, LLC (Victor Fulgoni III)
Longitudinal Study on Weight and Juice Consumption

- Project EAT (Eating Among Teens)
- Mark Pereira, University of Minnesota
Research in Progress

Demographics of Juice Drinkers

- “Socioeconomic gradient in consumption of whole fruit and 100% fruit juice among US children and adults”
- Adam Drewnowski at the University of Washington

Nutritional and Economic Impact of Juice in the Diet

- “Shortfalls for fruit servings in the diets of US children can be met at lower cost using fruit and 100% juice”
- Adam Drewnowski at the University of Washington
Research in Progress

Summary of Science on 100% Fruit Juices and Health

• “100% Fruit Juice: Perspectives Amid the Sugar Debate”
• Gail Rampersaud of the University of Florida in collaboration with the Florida Department of Citrus
Upcoming Research

Goal: continue to update and promote new research. Possible topics include:

- Analysis of data re: diabetes and juice
- Analysis of the diet quality of adults
- Analysis of weight related to juice
- Dietary patterns and lifestyle of juice drinkers compared to non-juice drinkers
We are getting information – what do we do with it?
Key Opinion Leaders

Academy of Nutrition and Dietetics

Society for Nutrition Education and Behavior

PRODUCE FOR BETTER HEALTH FOUNDATION

SCHOOL NUTRITION ASSOCIATION
Engaging KOLs

Scientific Sessions at Conferences

Targeted Emails

Webinars

One-on-One Influencer Educational Sessions

Sip Your Way to Better Health – What’s the Truth about 100% Fruit Juice?

Join us on Wednesday, Aug 20, 2014 1:30 PM - 2:30 PM EDT

Dear Stephanie,

Thank you for registering for:
Sip Your Way to Better Health – What’s the Truth about 100% Fruit Juice?
Wednesday, Aug 20, 2014 1:30 PM - 2:30 PM EDT

1. Click here to join:
https://us02web.zoom.us/j/1234567890

According to the 2015 research presented at the American Society for Nutrition’s Experimental Biology annual meeting, over 90% of consumers and researchers believe that consuming higher quality fruit juice has a beneficial effect on health and well-being. Higher quality juice has a higher concentration of vitamins, minerals and other nutrients that are essential for maintaining a balanced and healthy lifestyle.

Why not take an important part in a webinar that will focus on the benefits of fruit juice for health?

Sip Your Way to Better Nutrition

Vegetables and fruits are a vital part of any healthy diet. They provide a range of nutrients, including vitamins, minerals and fiber, which are important for overall health. In addition, they can help to reduce the risk of chronic diseases such as heart disease and cancer.

Juice Products Association

Left is a key at the hotel.

Why is juice an important part of a healthy diet?

Food & Culinary Professionals

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Why is juice an important part of a healthy diet?
We communicate with consumers, too!
Earned Media

Tips to get the recommended amount of fruit in your daily diet

Fruit Juice Can Be Part of a Healthy Diet

Fruit juice can be part of a healthy diet when consumed in moderation.
“Truth Squading”

Correcting misleading or erroneous information about fruit juice

Fruit Juice Vs. Soda? Both Beverages Pack In Sugar, Health Risks

5 Reasons Why You Should Ditch Your Fruit Juice

As a registered dietitian working with the Juice Products Association, I want to point out that the statements Dr. Lippman made about juice are just not true. One hundred percent fruit juice does contain the same vitamins, minerals and phytochemicals as whole fruit and has no added sugar. Like the fruit it comes from, juice is high in important nutrients like vitamins A, C, folate, potassium and magnesium. And, in appropriate amounts (an 8 ounce serving) 100% fruit juice can and should be a part of a healthy diet. With regard to chronic illness, studies show people who drink 100% fruit juice have better quality diets and eat more whole fruit than non-juice drinkers. They also have higher intakes of dietary fiber and lower intakes of added sugar. Wouldn’t that make them healthier than non-juice drinkers?

Responses sent to more than 70 articles in 2014
One Consumer Hub

Juice Central

- Consumer Website
- Facebook
- Twitter
- Pinterest
Opportunity to share truthful information directly with the consumer

- FAQs re: Fruit Juice
- Research synopsis
- Recipes
- News portal
Social Media

- Share owned content
- Immediate response to issues
- Post positive articles from outside source
- Become a voice in ongoing conversation
Juice Central Sparkling Cosmopolitan

• Ingredients
  • 1½ ounces vodka
  • ½ ounce 100% cranberry juice blend
  • ½ ounce Triple Sec
  • ¼ ounce lime juice
  • 2 ounces chilled prosecco
  • 1 thin lime slice, for garnish

• Instructions
  • Combine the vodka, 100% juice, Triple Sec and lime juice in a cocktail shaker. Shake with cracked ice and strain into a chilled cocktail glass. Top with the prosecco. Garnish with a lime slice on the rim of the glass.