



Juice Products Association

RDBA What's In Store Event

By Diane Welland MS, RD

September 22-24, 2020



Juice is a Healthy Beverage

Juice is a
nutrient dense beverage

- **Vitamin C**
- **Potassium & Folate**
- **Bioactives**
- **No added sugar**

1/2 cup 100% Fruit Juice

1/2 cup Whole Fruit



=



Juice is a primary beverage choice

New Research:

Juice Drinking Shows Long-term Dietary Benefits in Children

[A longitudinal study of fruit juice consumption during preschool years and subsequent diet quality and BMI](#)

By Li Wan, Lynn Moore et. al. **BMC Nutrition** May 2020

- Preschool children consumption of 100% juice is associated with **higher intakes of whole fruit and total fruit and better diet quality** through childhood and into middle adolescence **without adversely impacting weight gain.**
- Preschoolers who drank more 100% fruit juice were **nearly 4 times as likely to meet current Dietary Guideline recommendations** for whole and total fruit intake during adolescence than those preschoolers with low intakes.
- Juice drinkers also had **higher HEI (Healthy Eating Index) scores** compared to non-drinkers.



New Research:

Adults Can Benefit from Drinking Juice

[Intake of 100% Fruit Juice Is Associated with Improved Diet Quality of Adults: NHANES 2013–2016 Analysis](#)

Sanjiv Agarwal et. al. *Nutrients*, October 2019

- Adults Juice drinkers had **better quality diets**; significantly higher intakes of calcium, vitamin D, potassium, thiamin, folate, vitamin B6 and vitamin and lower intakes of added sugar, total fat and sodium.
- **Lower body mass index, lower body weight**, lower risk for being overweight or obese and lower risk of metabolic syndrome compared to non-consumers.



Overall Impact on Health

Drinking 100% Juice can:

- a. Help increase fruit intake
- b. provide valuable nutrients to diet
- c. Improve diet quality
- d. Provide beneficial bioactives
 - i. Cardiovascular disease
 - ii. Cognitive function
 - iii. Urinary tract infection
 - iv. Aid in Exercise performance

**Does not:*

impact weight status

increase risk of chronic illness

*in appropriate amounts



SipSmarter.org Resources

- Juice Processing
- Toolkit
- Nutrition Information
- Blogs
- Press Releases

Juice Nutrition News

Along with providing important nutrients, certain types of 100% juices have been linked with additional health benefits. These include preventive effects against certain diseases, as well as overall improvements on your daily lifestyle and regimen. Browse the latest nutritional science news to learn more.



Eat Right, Sip by Sip

March 17, 2020



Drinking 100% fruit juice associated with improved diet quality in adults

February 13, 2020



JUICY FACTS INFOGRAPHIC

2015-2020 Dietary Guidelines for Americans Say...



1/2 cup fruit is equal to 1/2 cup fruit juice

Juice is a primary beverage choice

Juice Contributes to Fruit Intake



75% of Americans do not eat enough fruit

Juice is Not Overconsumed



65% of total fruit intake comes from whole fruit and 35% comes from juice

What's in Your Juice?



Juice Drinkers Have Healthier Diets Than Non-Juice Drinkers



Drinking Juice Does Not Impact...



American Academy of Pediatrics Daily Juice Guidelines



Contact Information

Diane Welland MS, RD
Director of Nutrition Communications

DWelland@kellencompany.com

202-207-1111

Sipsmarter.org

