



# IMPORTANCE OF 100% JUICE



## Dietary Impact

- 90% of Americans are not consuming enough fruits and vegetables daily. <sup>(1)</sup>
- Research shows **consumers that eat a variety of fruits and vegetables in all forms have higher total intakes than those who don't.** <sup>(2,3)</sup>
- Juice drinkers, both children and adults, have **better quality diets and higher total fruit intake** than non-juice drinkers. <sup>(4)</sup>

- In adults juice drinking is associated with **lower body weights, lower BMI and lower risk of metabolic syndrome.** <sup>(4)</sup>

- The 2020 Dietary Guidelines state
  - **One cup 100% fruit juice = one cup whole fruit.**
  - **As part of a healthy diet pattern up to half of your daily fruit intake may come from 100% juice.** <sup>(2)</sup>

## Nutritional Impact

- **100% juice is a nutrient-dense beverage** that delivers essential vitamins and minerals with no added sugars. <sup>(3)</sup>
- **Drinking 100% juice, in appropriate amounts, does not contribute to overweight, obesity or dental caries** in adults or children. In fact, it may even protect against certain conditions. <sup>(4-7)</sup>

- **100% juice is the number one source of vitamin C** among children 2-18 years of age and the **second major contributor of potassium.** <sup>(8)</sup>
- Research found **dramatic declines in vitamin C intakes in all age levels.** <sup>(9)</sup>
- **100% juice contains beneficial plant compounds known as bioactives.** Fruit bioactives include carotenoids, polyphenols such as flavonoids and more. <sup>(10)</sup>



## Consumer Economic Impact

- **Juice is an easy, convenient, accessible, and cost-effective way for both children and adults to obtain their daily fruit servings.** It is available year-round and nationwide. This is **especially true for families on a budget or those receiving food assistance**, as they are more likely to identify access, affordability and higher levels of waste as barriers to fresh fruit and vegetable consumption. <sup>(11)</sup>

## Sources

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