



Maximizing Nutritional & Business Benefits

What You Need to Know about the WIC Food Program and 100% Juice

November 2, 2023

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Disclosure

- Employed as the Director of Nutrition Communications by Kellen, an association management company.
- Director of Nutrition Communications for the Juice Products Association (JPA).

Goals of the Presentation

- Understand the health benefits of drinking 100% juice.
- Understand why 100% juice is important for the Women, Infant's and Children (WIC) program.
- Learn how 100% juice can address health equity and cultural diversity.
- Provide juice resources and promotional ideas.



Dietary Guidelines for Americans



DGA Dietary Guidelines for Americans
2020 - 2025

Make Every Bite Count With the Dietary Guidelines

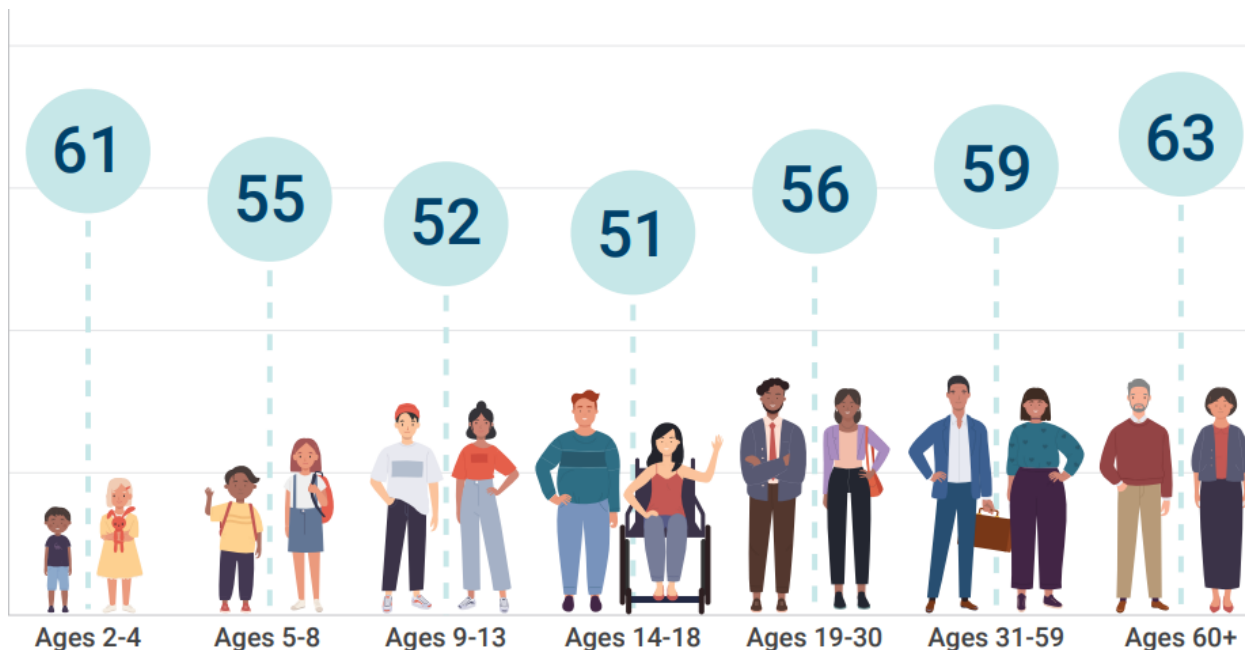
USDA DietaryGuidelines.gov

The graphic features a central collage of images and icons. At the top left is a circular image of a baby. Below it is a fish icon. To the right is a large circular image of a young child eating. Below that is a circular image of a man and a child in a kitchen. To the right is a carrot icon. Below that is a circular image of a woman and a child eating. To the right is a circular image of a pregnant woman. Below that is a circular image of an elderly man eating. To the right is a circular image of a woman holding a glass. At the bottom left is the USDA logo and the website DietaryGuidelines.gov. At the bottom right is a circular image of a woman holding a glass. The background is white with various colored shapes (blue, orange, teal) containing icons (fish, carrot, apple, milk carton, fruit, etc.).

Dietary Guidelines for Americans

Fruit and vegetable consumption is low -

Only 1 in 10 consumers are meeting recommended intakes for fruits and vegetables.



Dietary Guidelines for Americans

Juice is **included** in the fruit
and vegetable group.



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½ cup 100% juice

½ cup whole fruit



Dietary Guidelines for Americans

Juice is one of the **primary beverages** to be consumed along with water and low-fat milk.

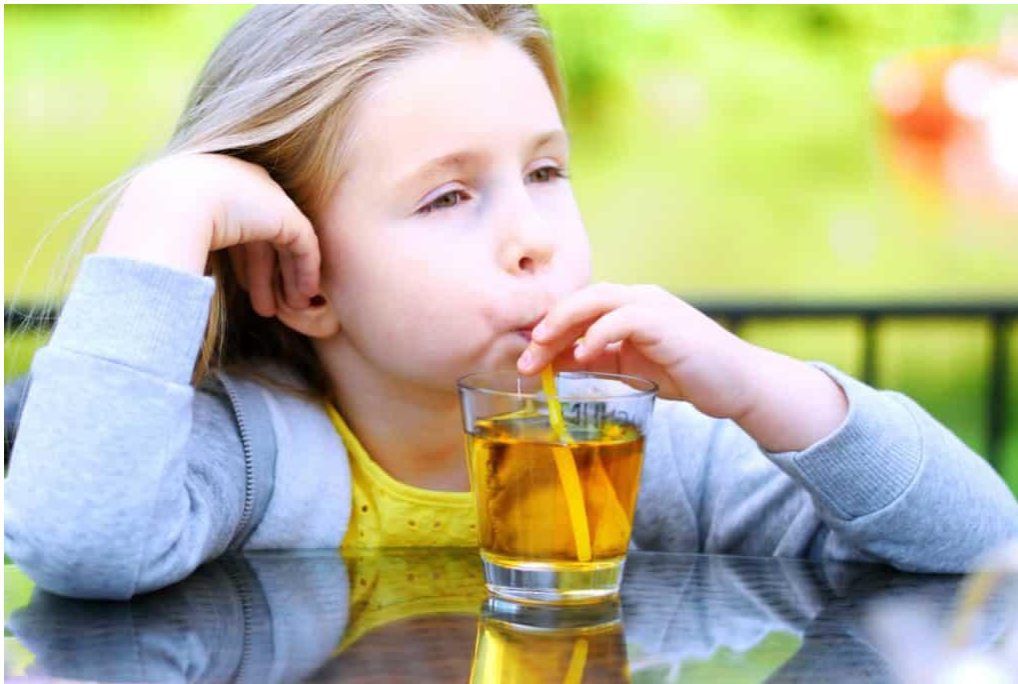


Juice is a primary beverage choice



Dietary Guidelines for Americans

As part of a healthy diet pattern, as much as **half of your daily fruit intake** may come from 100% juice.



What is in 100% Juice?

Juice is a **nutrient dense** beverage:

- No added sugar
- Vitamins and minerals
- Vitamin D and calcium in fortified juices



What is in 100% Juice?

Juice contains a range of beneficial **bioactives** such as:



- Polyphenols
- Flavonols
- Carotenoids
- Resveratrol
- Anthocyanins



IMPACT ON DIET AND HEALTH

Better Diet Quality

Drinking 100% juice is associated with long term, **better diet** quality.



Higher Fruit and Vegetable Intake

Drinking 100% juice is associated with **higher fruit and vegetable intake.**



Juice and Health

Drinking 100% fruit juice **does NOT** increase risk of chronic illness or overweight, obesity, in children or adults.

Drinking Juice
Does Not Impact...



Weight status in children

Juice and Health

100% fruit juice
does NOT
contribute to
dental health in
children and
adolescents.

Drinking Juice
Does Not Impact...



Dental health

Juice and Health

Juice contains **beneficial nutrients** that can help

- Reduce risk of:
 - ✓ Cardiovascular disease
 - ✓ Age-related macular degeneration
 - ✓ Urinary tract infection
- Aid in:
 - ✓ Neurocognitive function
 - ✓ Exercise performance






Juice and Health

Juice helps with immunity and mental health



Article

Association of 100% Fruit Juice Consumption with Cognitive Measures, Anxiety, and Depression in US Adults

Sanjiv Agarwal ^{1,*}, Victor L. Fulgoni III ² and Paul F. Jacques ³

Keep Your Immunity Strong: *Sip Smarter* with 100% Juice



Registered dietitians know good health means more than just eating right. It also means getting regular exercise, proper sleep and reducing stress. The immune system is complex, and it needs a constant supply of many essential nutrients to support its function. Drinking 100% juice daily, in appropriate amounts, can help. One hundred percent juices may contain several nutrients that can aid in maintaining and supporting your immunity. These include:



Vitamin C - Vitamin C is a water-soluble vitamin that is essential for the normal function of the immune system.^(1,2) It promotes the production and protection of immune cells, reduces oxidative stress and enhances beneficial immune cell activities. Since the body stores little vitamin C, this nutrient must be replenished regularly.



Potassium, folate and thiamin - The immune system is complex and highly integrated and therefore requires the participation of virtually every macro- and micronutrient to help support innate and acquired immunity functions.⁽³⁾ These three nutrients along with others found in juice, like vitamin B6 and magnesium, can help support overall immune function.



Vitamin D - Vitamin D is known to enhance and regulate normal immune response, which helps the body protect against harmful bacteria and viruses.^(4,5) It also has anti-inflammatory properties. Low levels are linked to increased risk of respiratory illness.^(6,8) Look for 100% juices that are fortified with vitamin D to help contribute meaningful amounts of this vitamin to the diet.^(6,7)



Bioactives - Bioactives, like carotenoids, polyphenols and anthocyanins are beneficial plant compounds that can help support immune function and enhance immunity by providing antioxidants and phytonutrients that are similar to those found in fruits and vegetables. Many 100% juices contain similar bioactives to those found in fruits and vegetables, which can help support active intake in the US diet.⁽¹⁰⁾



activities and helps ensure your day you can focus. Staying well hydrated with water content and are an ideal choice for the day.

Communications
.com

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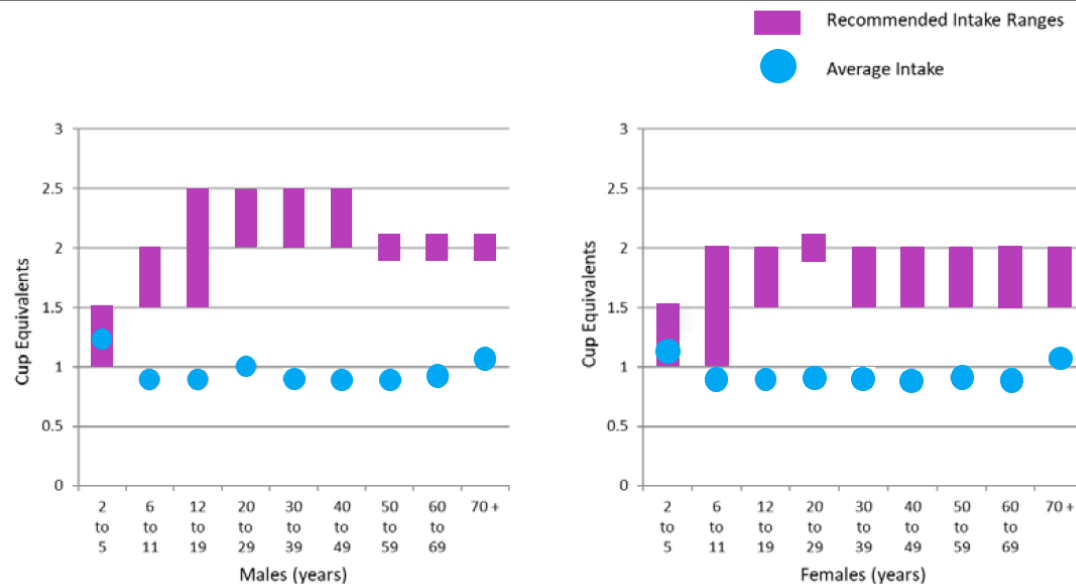


JUICE IN THE WOMEN, INFANTS AND CHILDREN FOOD PACKAGE

Why Juice is Important in WIC

2020 Dietary Guidelines Advisory Committee Report

Figure D1.5. Average daily Fruit intake compared to recommended intake



Data sources: What We Eat in America, NHANES 2015-2016 for average intakes by age-sex group. USDA Healthy U.S.-Style Eating Style recommended intake ranges, which vary based on age, sex, and activity level for recommended intakes. 2015-2020 Dietary Guidelines for Americans.



Why Juice is Important in WIC

Fruit and vegetable eating occasions continue to decline.

10%
decline in overall fruit & vegetable eating occasions (since 2004)

This decline is driven by drops in vegetable and juice eating occasions.

Vegetables
16%

Juice
15%

From 2015-2020, consumption declined by 3%, indicating that the trend is worsening every year.



Children 1-3 years old eat **FRUIT** most often, yet declined the most in the past 5 years.

All forms make a difference



Why Juice is Important in WIC

- Vitamin C
 - ✓ Number one source
 - ✓ Aids in iron absorption
- Potassium
- Vitamin A, folate, vitamin B1
- Healthy beverage
- Hydration





Why Juice is Important in WIC

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**





Why Juice is Important in WIC

Juice is a **convenient, affordable** and easily **accessible** way to obtain daily fruit servings.





Why Juice is Important in WIC

Juice in the WIC Food Package is working

- A recent study published by the Academy of Nutrition and Dietetics looking at long term WIC participation and diet quality in 24-month-old children found children who were on WIC for the first two years of life had significantly better diet quality and higher Healthy Eating Index scores than those children who left WIC during infancy.
- **There is no evidence suggesting that removing or reducing 100% fruit juice in the WIC packages would lead to families choosing more whole fruit or enjoying healthier diets.**
- According to NHANES 2011-2012 data, **despite a decrease in the juice allowance** and the introduction of a cash voucher for fruits and vegetables, there have been **no improvements in total fruit or whole fruit** intake among WIC-participating families since changes to the WIC program were made in 2009.



CULTURAL DIVERSITY AND HEALTH EQUITY

Juice Fills a Need

100% juice is **culturally relevant and may be preferred by WIC participants**. For example, juice is a preferred choice in some Latino cultures, and particularly for those groups that are lactose intolerant.



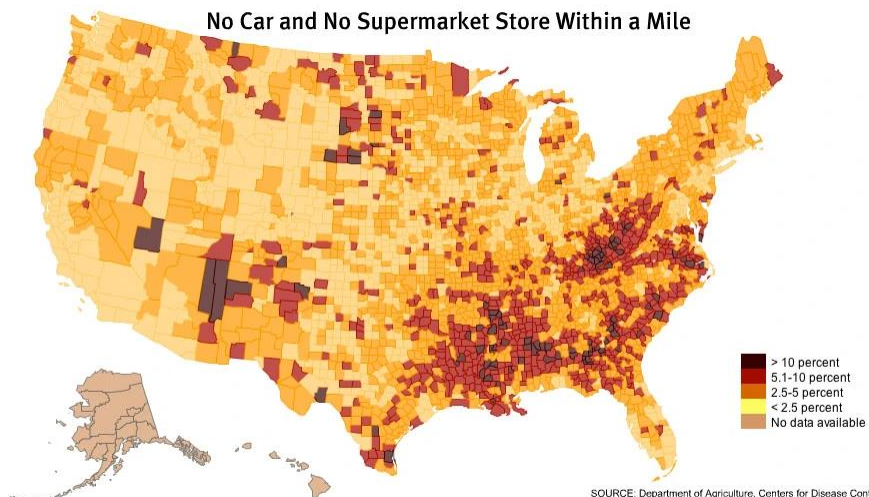
Juice Fills a Need

Juice helps with health equity. This is true for certain rural communities and native tribal areas which may not have access to clean water or proper refrigeration.



Juice Fills a Need

Juice helps with health equity. In densely populated urban areas, the USDA estimates that over 33% of low-income individuals live more than a mile away from the nearest grocery store. And weather issues, due to climate change and supply chain issues, have exacerbated the issue.



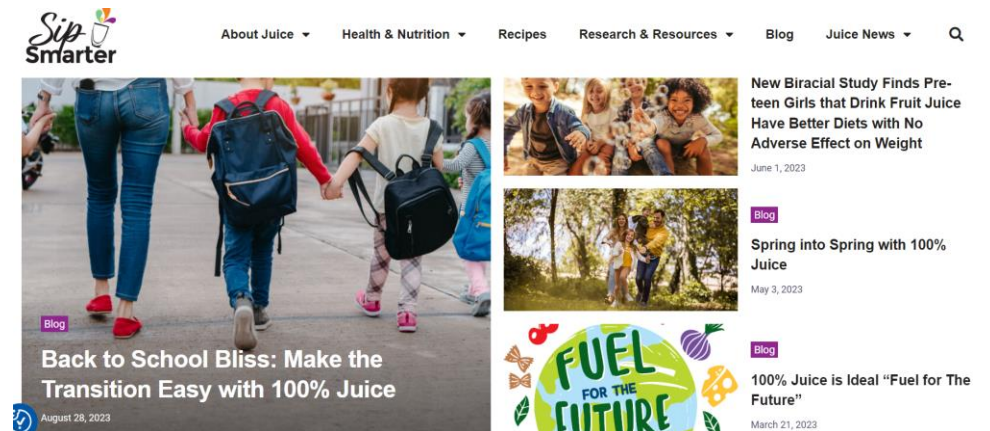
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How can we help you?



- Nutrition Information
- Research
- Juice Processing
- Press Releases
- Recipes



About Juice ▾ Health & Nutrition ▾ Recipes Research & Resources ▾ Blog Juice News ▾ 🔍



About Juice

Explore our encyclopedia to learn everything you need to know about juice, from how it's made to how it can help fuel your day!



Health & Nutrition

Juice not only tastes good, it's good for you! 100% juice is a convenient and affordable way to boost your intake of fruits and vegetables. Learn more about what juice can do for you.



Latest Research

Despite the misinformation that can arise, it is important to focus on the scientific facts around 100% juice. Browse our resources to learn more about juice.

How can we help you?



- Infographics and Fact Sheets
- Dietitian newsletter
- Visit sipsmarter.org

Keep Your Immunity Strong: Sip Smarter with 100% Juice



Registered dietitians know good health means more than just eating right. It also means getting regular exercise, proper sleep and reducing stress. The immune system is complex, and it needs a constant supply of many essential nutrients to support its function. Drinking 100% juice daily, in appropriate amounts, can help. One hundred percent juices may contain several nutrients that can aid in maintaining and supporting your immunity. These include:



Vitamin C - Vitamin C is a water-soluble vitamin that is essential for the normal function of the immune system.^{1,2,3} It promotes the production and protection of immune cells, reduces oxidative stress and enhances beneficial immune cell activities. Since the body stores little vitamin C, this nutrient must be replenished regularly.



Potassium, folate and thiamin - The immune system is complex and highly integrated and therefore requires the participation of virtually every macro- and micronutrient to help support innate and acquired immunity functions.⁴ These three nutrients along with others found in juice, like vitamin B6 and magnesium, can help support overall immune function.



Vitamin D - Vitamin D is known to enhance and regulate normal immune response, which helps the body protect against harmful bacteria and viruses.⁵ It also has anti-inflammatory properties. Low levels are linked to increased risk of respiratory illness.⁶ Look for 100% juices that are fortified with vitamin D to help contribute meaningful amounts of this vitamin to the diet.⁷



Bioactives - Bioactives, like carotenoids, polyphenols and anthocyanins are beneficial plant compounds found in fruits and vegetables. Research shows they may help support and enhance immunity by fighting off viral infections and inflammation.^{8,9} One hundred percent juices contain similar bioactives to whole fruit and are considered major contributors of polyphenol and bioactive intake in the US diet.¹⁰

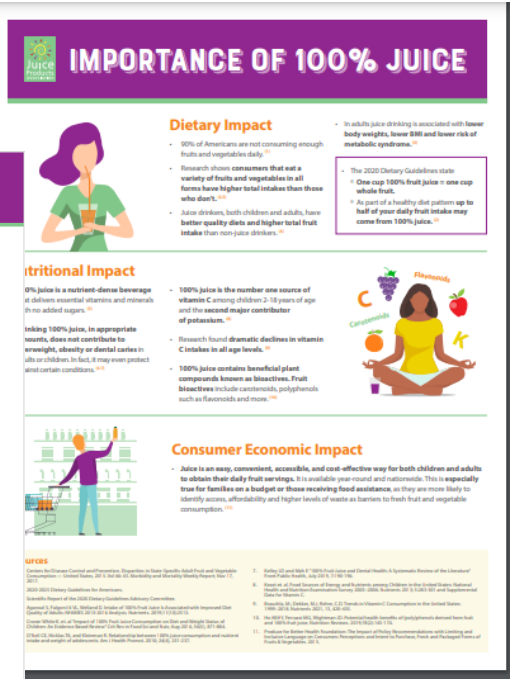


Water - Proper hydration plays a key role in supporting the body's daily activities and helps ensure your body works efficiently. It also keeps you energized and clear-headed so you can focus. Staying well hydrated is vital during illness and recovery.¹¹ All 100% juices have a high-water content and are an ideal way to rehydrate after exercise and stay hydrated and healthy throughout the day.

For more information contact Diane Welland, MS RD, Director of Nutrition Communications at juiceproducts@juiceproducts.com

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IMPORTANCE OF 100% JUICE

Dietary Impact

- 90% of Americans are not consuming enough fruits and vegetables daily.¹
- Research shows consumers that eat a variety of fruits and vegetables in all forms have higher total intakes than those who don't.^{2,3}
- Juice drinkers, both children and adults, have better quality diets and higher total fruit intake than non-juice drinkers.⁴
- In adults juice drinking is associated with lower body weights, lower BMI and lower risk of metabolic syndromes.⁵
- The 2020 Dietary Guidelines state:
 - One cup 100% fruit juice is one cup whole fruit.
 - As part of a healthy diet pattern up to half of your daily fruit intake may come from 100% juice.

Nutritional Impact

100% juice is a nutrient-dense beverage of vitamins, minerals and antioxidants (it has no added sugars).⁶

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.^{7,8}

- 100% juice is the number one source of vitamin C among children 2-18 years of age and the second major contributor of potassium.⁹
- Research found dramatic declines in vitamin C intake in all age levels.¹⁰
- 100% juice contains beneficial plant compounds known as bioactives. Fruit bioactives include carotenoids, polyphenols such as flavonoids and more.¹¹

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.¹²

NOTES

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How can we help you?

Juice Promotion Ideas

- Mocktails
- Cocktails



Rosemary Grape 'Rita



Pomegranate Moscow Mule

How can we help you?

Juice Promotion Ideas

- Party punch
- Holiday get-togethers



How can we help you?

Juice Promotion Ideas

- More than just a drink
 - Marinades and salad dressings
 - Glazes
 - Baked goods
 - Soups and side dishes





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