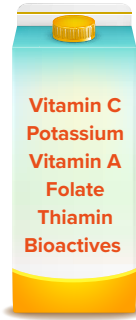


Questions About 100% Juice

Q: Does juice have nutritional value?

A: Juice is a healthy, nutrient-dense beverage with no added sugar, and is nutritionally similar to the fruit or vegetable it is squeezed from. It naturally delivers key vitamins and minerals and fortified juices have calcium and vitamin D. All juices contain beneficial plant compounds known as bioactives.



Q: Is drinking juice harmful to your health?

A: One hundred percent juice doesn't increase the risk of chronic illness, nor does it increase the risk for obesity when consumed in appropriate amounts. Also, there is no scientific evidence that drinking juice, in appropriate amounts, causes dental caries more than any other food.



Q: Is it better to avoid juice and just eat whole fruit?

A: The combination of juice and fruit shows not only greater intakes but a greater beneficial effect on vitamin C, potassium and calcium intakes than just whole fruit alone.



Q: Do children drink too much juice?

A: No. The 2020 Dietary Guidelines Scientific Report found children eat more fruit than juice, with intakes of about two parts whole fruit consumption to one part juice.



Q: How does juice drinking impact diet?

A: Research shows drinking juice is associated with better diet quality and higher intakes of total whole fruit overall, in both adults and children, compared to those who don't drink juice. This suggests juice complements rather than competes with fruit in the diet.



Q: Can 100% juice help with health equity and cultural diversity?

A: Juice is well-liked, convenient, affordable, and easily accessible. For people on limited food budgets, 100% fruit juice may be the only viable source of fruit in some food deserts. Culturally, juice may be preferred by certain groups, and by those that are lactose intolerant.

