

SNAP-Ed Standard:

- ✓ Reduce Sugar Sweetened Beverage Consumption
- ✓ Drink Water
- ✓ Increase Fruits and Vegetables

Goals:

- ✓ Participant will express desire to reduce the amount of juice and juice drinks they consume.
- ✓ Participant will understand there is a difference between 100% juice and juice drinks
- ✓ Participant will express desire to read labels on all drinks to determine if it is a SSB or not.

Objectives:

- ✓ Participant will be able to state that 100% juice and juice drinks can be differentiated by looking at the label.
- ✓ Participant will state that you cannot tell by looking at a drink if it is 100% juice or not.

100% Juice V Juice Drink

Introduction: There are major differences between 100% juice and juice drinks. For example, many juice drinks are nothing more than sugar water flavored with a little bit of juice and a lot of other ingredients (canola oil and cornstarch in one particular juice drink). It is essential to look at the label to determine if it is 100% juice or not—looking at the drink will not tell you if it is 100% juice or a juice drink. As always, water and whole fruit are best and even 100% juice should be limited to no more than 4-6 ounces per day.

Activity:

Objective: To reinforce the difference between 100% juice and juice drinks.

- ✓ Student will prepare three 1 ounce cups on table. One is filled with 100% fruit juice, one filled with fruit punch, and one with Sunny D.
- ✓ The student will cover each drink container with a brown paper bag so the parent cannot see which juice is filled with which liquid.
- ✓ The student will ask the parent if he/she believes that he/she can predict 100 % fruit juice based on sight alone.
- ✓ The student will ask the parent to look at the three 1 oz cups, each cup filled with a different unidentified liquid.
- ✓ The student will ask the parent to identify which of the cups contains the 100% fruit Juice based on sight.
- ✓ The student will inform the parent which of the 1 oz cups is filled with 100% fruit juice, 5% fruit juice and the juice drink.
- ✓ The student will ask the parent, "What are other ways to determine if a beverage is 100% fruit juice.
- ✓ The student will point out where on the nutrition label to find the percentage of juice as well as other ingredients that are in the juice.
- ✓ The student will explain why 100% fruit juice is a healthier drink option in comparison to juice drinks but will re-enforce that water is the best drink option in terms of reducing sugar intake.
- ✓ The student will hand the parent an incentive and the parent handout.

Materials:

Display Board
Table Cloth
Table
Lesson Plan
Sw drinks, 2
Fruit juice, 1
Paper bags, 3
Plastic cups (1 oz.), 6
Handout
Incentives
Challenge sheet

100% Juice V Juice Drink

Talking Points:

- ✓ Don't be misled by the package. Not all things labeled 'juice' are real juice or healthy.
- ✓ Not all juice is 100% juice.
- ✓ 100% juice provides more nutrients than juice drinks that are not 100% juice.
- ✓ 100% juice means the drink is made only with the juice from the fruit (sometimes things like calcium and vitamin d are added)
- ✓ Juice drinks are water flavored with sugar, 5-10% juice and colors. Sometimes vitamin c is added to make it appear healthy
- ✓ Kids should have no more than 4-6 ounces of 100% juice per day
- ✓ Adult and older kids (10+ years) should not have more than 8 ounces of 100% juice per day.
- ✓ WATER IS BEST!
- ✓ Check the label...it MUST say 100% juice.

Knowing juice-label lingo can help you buy what you intend to and avoid added sugars and artificial ingredients. Here are the basics:

"100% juice" or "100% pure." This is the gold standard, indicating that the product contains pure juice, possibly reconstituted from concentrate (more on concentrate below). Still, there are caveats: "All juice" might not mean all of the juice featured on the label—ruby-red grapefruit, say. Many 100 percent juice products are a blend, often with apple or grape fruit juices as the first ingredient and the featured juice lower on the list. That's allowed, as long as companies state on the label what the product really is. (Typically, the info is in far smaller print than that "ruby-red grapefruit.") Customer-service representatives at Tropicana and Ocean Spray told us that apple and grape juice are used to add sweetness and to make tarter juices, such as cranberry and pomegranate, more palatable.

"Cocktail," "drink," "beverage." Red flags. These drinks contain less than 100 percent juice and sometimes as little as 5 percent. Water, flavorings, and added sweeteners such as high-fructose corn syrup may make up the rest.

"From concentrate." This refers to juice that has been concentrated, then rewatered to return it to its original form. Some labels boast "not from concentrate," which seems to mean they're a more healthful choice, but our experts say no notable nutritional differences exist between the two forms.

"Light." Tropicana, Welch's, Ocean Spray, Mott's, and other brands have come out with light versions of their fruit juices that tout less sugar and fewer calories. These are basically regular juice diluted with water, artificially sweetened, and priced the same as regular juice.

Consumer Report's take: For juice, choose "100% juice," but check the ingredients for the listing of the juice you're after. Ingredients appear in descending order of weight. Think twice about "beverages," "cocktails," and "drinks" with added sugar or high fructose corn syrup. Look for the total percentage of juice at the top of the nutrition facts panels, where the law requires manufacturers to list it. Be aware that fruit juices can have a lot more calories than the fruits or vegetables from which they're taken. To save calories and money, you can dilute 100 percent juice with chilled water or seltzer.

Challenge!

Look at the **INGREDIENTS LIST** on your favorite foods....Is Sugar in the top two ingredients?

INGREDIENTS: WATER, SUGAR, CORN SYRUP, MILK PROTEIN CONCENTRATE, VEGETABLE OIL (CANOLA, HIGH OLEIC SUNFLOWER, CORN), COCOA PROCESSED WITH ALKALI, SOY PROTEIN ISOLATE, AND LESS THAN 0.5% OF POTASSIUM CITRATE, MAGNESIUM PHOSPHATE, POTASSIUM CHLORIDE, CELLULOSE GEL AND GUM, SALT, CALCIUM PHOSPHATE, CALCIUM CARBONATE, SODIUM ASCORBATE, SOY LECITHIN, CHOLINE BITARTRATE, ALPHA TOCOPHERYL ACETATE, ASCORBIC ACID, CARRAGEENAN, FERRIC PYROPHOSPHATE, NATURAL AND ARTIFICIAL FLAVOR, ZINC SULFATE, VITAMIN A PALMITATE, NIACINAMIDE, VITAMIN D₃, CALCIUM PANTOTHENATE, MANGANESE SULFATE, COPPER SULFATE, PYRIDOXINE HYDROCHLORIDE, THIAMINE HYDROCHLORIDE, BETA CAROTENE, RIBOFLAVIN, CHROMIUM CHLORIDE, FOLIC ACID, BIOTIN, POTASSIUM IODIDE, VITAMIN K₁, SODIUM SELENITE, SODIUM MOLYBDATE, VITAMIN B₁₂.

What health problems can happen if people have too much added sugar all the time?

Pre-Test

Post-Test

Diabetes	Diabetes
Metabolic Syndrome	Metabolic Syndrome
Obesity	Obesity
Cavities	Cavities
Heart Disease	Heart Disease
Other	Other

How can you tell if there is added sugar in a product?

Pre-Test

Post Test

Read Nutrition Facts	Read Nutrition Facts
Read Ingredients List	Read Ingredients List
Other	Other

Remember....The Nutrition Facts Label will show **TOTAL** sugar grams—that includes added *and* natural sugars. **The Ingredients label will show if there is added sugar.**