

How Much Real Juice? Look at the Label

SNAP Ed Standard:

- Decrease Sugar Sweetened Beverages.
- Drink Water
- Increase Fruit Intake

Goals:

- ✓ Participant will express desire to reduce SSB's
- ✓ Participant will express understanding that there is a difference between 100% juice and juice drinks (SSB's)

Objectives:

- ✓ Participant will state plan to purchase less, or will reduce consumption of, SSB's in the future.
- ✓ Participant will be able to state that you can find whether or not a juice is 100% juice by looking at the label

Introduction: Most people buy juice from a grocery store from time to time. The actual ingredients of juice, however, may vary from what is advertised on the package. Perhaps this is obvious to some, but to others, they may think they're buying real juice when they are only buying sugar and water. While the FDA regulates some aspects of the information presented on the packaging, juice makers still have enough wiggle room to mislead buyers through tricky marketing language. <http://www.trentmueller.com/blog/the-truth-about-juice-drinks.html>

Activity:

The objective of this activity is to help parents understand that even though a drink appears 'healthy', it may not be the best option.

- ✓ The student will ask the parent if he/she believes that he/she can predict 100% fruit juice based on taste.
- ✓ The student will cover both juice containers with brown paper bags (so parent cannot see which juice is being poured into each cup).
- ✓ The student will ask the parent to drink the liquid from each 1 ounce cup. The student will ask the parent to identify which of the cups contains the 100% fruit juice based on taste.
- ✓ Student will inform the parent which of the drink options is 100% fruit juice and which is the juice drink by unveiling the juice containers.
- ✓ Student will ask the parent "What are other ways to determine if a beverage is 100% fruit juice?"
- ✓ Regardless if the parent knows or does not know, 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 in terms of reducing sugar intake.

Materials:

- ✓ Display Board
- ✓ Table Cloth
- ✓ Table
- ✓ Lesson Plan
- ✓ Paper brown bags, 2
- ✓ Plastic cups (1 oz.), 40
- ✓ 1- 100% fruit juice and 1-juice drink bottles (64 oz. each)
- ✓ Incentives
- ✓ Handout

Talking Points:

- ✓ Everything called 'juice' is not real 100% juice.
- ✓ Not all juice is 100% juice.
- ✓ 100% juice provides more nutrients than juice drinks that are not 100% juice.
- ✓ Eating fresh fruits is a better option to obtain these nutrients in comparison to drink juice drinks, even 100% juice drinks.

Misleading tactics:

Marketers discovered people become used to looking for the word '100%', as in '100% juice'. So guess what? They now put '100% vitamin C' prominently on many labels perhaps so you think it's actually 100% juice, when it isn't. This is common for grape juice, since it's one of the most expensive juices to produce. So, they cut many corners in not giving you real 100% grape juice but pass it off as real by the '100% vitamin C' tactic. Beware!

To summarize, marketers are crafty with their juice product labels and fancy graphics. The prudent shopper should just ignore the wording and look at the ingredient label for the real story on what the drink contains. If you're going to shop for fruit juice, you might as well get the real stuff.

How do you know if you're buying real 100% juice?

You have to read the ingredient label on the back and ignore the label on the front. The FDA requires labels that list the ingredients in descending order of predominance according to weight. The heaviest ingredients are first and the lightest are last. Manufacturer's don't have to reveal the % of each ingredient in order to protect their trade secrets. Yet, if they claim something is juice, they have to say what % juice it contains. Let's look at some examples of how buyers can still be misled.

no



Smooth

Juice Drink with
100% Vitamin C
added



Water

YES

10 tips make better beverage choices

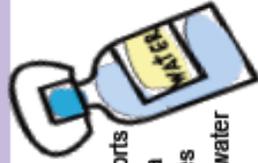
Nutrition
Education Series



10 tips to get started

What you drink is as important as what you eat. Many beverages contain added sugars and offer little or no nutrients, while others may provide nutrients but too much fat and too many calories. Here are some tips to help you make better beverage choices.

1 drink water
Drink water instead of sugary drinks when you're thirsty. Regular soda, energy or sports drinks, and other sweet drinks usually contain a lot of added sugar, which provides more calories than needed. To maintain a healthy weight, sip water or other drinks with few or no calories.



2 how much water is enough?

Let your thirst be your guide. Water is an important nutrient for the body, but everyone's needs are different. Most of us get enough water from the foods we eat and the beverages we drink. A healthy body can balance water needs throughout the day. Drink plenty of water if you are very active, live or work in hot conditions, or are an older adult.

3 a thrifty option

Water is usually easy on the wallet. You can save money by drinking water from the tap at home or when eating out.

4 manage your calories

Drink water with and between your meals. Adults and children take in about 400 calories per day as beverages—drinking water can help you manage your calories.

5 kid-friendly drink zone

Make water, low-fat or fat-free milk, or 100% juice an easy option in your home. Have ready-to-go containers filled with water or healthy drinks available in the refrigerator. Place them in lunch boxes or backpacks for easy access when kids are away from home. Depending on age, children can drink $\frac{1}{2}$ to 1 cup, and adults can drink up to 1 cup of 100% fruit or vegetable juice* each day.



6 don't forget your dairy**

When you choose milk or milk alternatives, select low-fat or fat-free milk or fortified soy milk. Each type of milk offers the same key nutrients such as calcium, vitamin D, and potassium, but the number of calories are very different. Older children, teens, and adults need 3 cups of milk per day, while children 4 to 8 years old need $2\frac{1}{2}$ cups and children 2 to 3 years old need 2 cups.



7 enjoy your beverage

When water just won't do—enjoy the beverage of your choice, but just cut back. Remember to check the serving size and the number of servings in the can, bottle, or container to stay within calorie needs. Select smaller cans, cups, or glasses instead of large or supersized options.

8 water on the go

Water is always convenient. Fill a clean, reusable water bottle and toss it in your bag or brief case to quench your thirst throughout the day. Reusable bottles are also easy on the environment.



9 check the facts

Use the Nutrition Facts label to choose beverages at the grocery store. The label contains information about total sugars, fats, and calories to help you make better choices.

10 compare what you drink

Food-A-Pedia, an online feature available at ChooseMyPlate.gov/SuperTracker, can help you compare calories, added sugars, and fats in your favorite beverages.

** Milk is a part of the Dairy Group. A cup = 1 cup of milk or yogurt, $1\frac{1}{2}$ ounces of natural cheese, or 2 ounces of processed cheese.

*100% juice is part of the Fruit or Vegetable Group. Juice should make up half or less of total recommended fruit or vegetable intake.