

# Nutrition Matters

Nutrition Services, Community and Health Services

## The ABC's of fruit juice

### What's the difference between fruit juice and fruit drinks?



Products labelled **fruit juice** are made from real juice. For example, if the label says “apple juice”, it is made of the juice obtained from apples. Real fruit juice has over 20 vitamins and minerals. A half cup (125mL) of 100% juice equals one Food Guide Serving from the Vegetables and Fruit food group from Canada's Food Guide.

Example: fruit juice ingredient list:

Ingredients: water, concentrated orange juice.

Products labelled **fruit drink, beverage, punch, cocktail or -ade** are not real juice. For example, “grape cocktail” is not “grape juice”. Many fruit-flavoured drinks are made to look like juice, but are just sugar and water with some flavours. Although some fruit drinks have vitamin C added, they do not have the potassium, B vitamins and other nutrients found in real juice. Read the ingredient list. If sugar, fructose or glucose is first or second on the list, the product is not your best choice.

Example: fruit drink ingredient list:

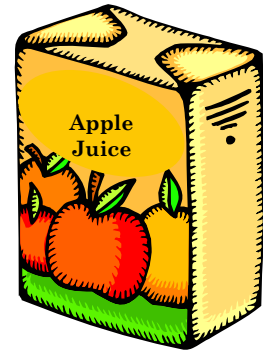
Ingredients: water, sugar and/or glucose-fructose, citric acid, natural and artificial flavour, citric acid, sodium benzoate, colour.

Don't be fooled by a label that says “contains real fruit juice”. This claim can be made on the label even if the product has only a small amount of real juice.

**Juice blends** are sometimes made with only real juices and sometimes not. Check the ingredient list to make sure that the blend is made up of only juices.

Look at the label for any of these words to make sure you are buying juice:

- ✓ 100% juice
- ✓ 100% fruit juice
- ✓ 100% pure juice
- ✓ 100% juice from concentrate
- ✓ (name of fruit, e.g. orange) juice



### Did you know...?

Fruit juices and fruit drinks are almost the same price. Go for real juice!

## How much is too much?



Too much juice may cause tooth decay, weight problems, diarrhea and stomach upset. Also, children with small appetites may not be hungry at meal and snack times

if they are filling up on juice, fruit drinks, pop or milk during or between meals. For these reasons limit the amount of juice children drink.

Age of child	Maximum amount of juice per day
Less than 6 months	not recommended
6 months - 1 year	½ cup
1 - 6 years	¾ cup
7 - 18 years	1½ cup

### Prevent tooth decay...

- Don't allow a child to walk around with a baby bottle or a sippy cup
- Don't give anything other than water in a bottle or sippy cup at sleep times

### To get the most vitamin C...

- ✓ Frozen concentrate is a better source of vitamin C than ready-to-serve-juice. It's cheaper too
- ✓ Purchase ready-to-serve juice three to four weeks before the expiry date and drink the juice within one week of opening the carton

### Eat Your Juice!

Canada's Food Guide recommends that people choose vegetables and fruit more often than juice.

Fruit juice doesn't have the fibre that you get from whole fruit.

The whole fruit is best!

### Are unpasteurized fruit juice and cider safe?

Most juices and ciders available in grocery stores are pasteurized. This means that the liquid has been brought to high temperatures to kill harmful bacteria. However, some juices and ciders sold at health food stores, roadside stands, farmers' markets, juice bars, coffee shops and in the refrigerated display cases at grocery stores are unpasteurized. Most people can enjoy unpasteurized juice. However, for young children, the elderly and people with weak immune systems, unpasteurized juice or cider can cause severe illness or even be fatal.

### Remember...

- ✓ Buy 100% fruit juice. Fruit drinks are mostly sugar and water
- ✓ Reduce juice portions. Too much juice is not healthy
- ✓ Eat more whole fruit than juice
- ✓ Be cautious of unpasteurized juice and cider