



Keep on
keeping healthy
drink **juice**



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Fruit Juice and Health

Including a glass of refreshing fruit juice each day as part of a healthy and varied diet is a great tasting way to improve your intake of important nutrients – vital for good health and wellbeing.

Each glass of 100% fruit juice is a powerhouse of anti oxidants, essential minerals, vitamins and phyto-nutrients that provide short as well as long term health benefits.

No matter your age, 100% fruit juice can boost your diet to help you function at your best each day. That's why a serve of fruit juice is included as part of the Governments healthy eating advice¹.

100% Fruit Juice is Nutrient Rich

Every mouthful of 100% fruit juice is an important source of fluid, contains vitamin C, folate, potassium, disease fighting anti oxidants plus natural carbohydrate energy. Australia's most popular fruit juices also have a low Glycemic Index², which means they release their energy slowly.

A Great Source of Vitamin C

Fruit juice is rich in vitamin C - one of nature's most powerful anti oxidants that we need in our diet everyday. Anti oxidants, like vitamin C help boost our body's natural defenses by mopping up damaging free radicals.

Studies of Australia's eating habits³ show that fruit juice provided 33% of the vitamin C in children's diets and contributed more vitamin C than whole fruit. Together, fruit juice and fruit provided half of the vitamin C in children's diets.

Adults also rely on fruit juice as a source of vitamin C with around 25% of the vitamin C intake for adults provided by juice alone.

A strong immune system, healthy teeth, bones and skin all rely on having plenty of vitamin C and every glass of juice provides 200% of the recommended intake.

Folate Rich

We all need folate every day and fruit juice is a valuable natural source. In fact, because folate is able to improve our health in a number of important ways, the Government has just increased the amount we need.

Vital for growth and development, folate helps to keep our DNA, the genetic material that sits at the heart of every cell, in good shape and reduces the risk of neural tube defects during pregnancy⁵.

Folate can also help maintain a healthy heart and a glass of orange juice can provide up to 40% of the recommended intake.

FRUIT JUICE FACT

Drink your juice with meals to boost the absorption of important minerals – like iron. Simply having a glass of orange juice with your breakfast cereal in the morning will boost the amount of iron your body absorbs from the cereal⁴!

High in Potassium

Orange juice is a naturally good source of potassium, essential for the functioning of our nerves and to help reduce the risk of high blood pressure – a widespread and serious problem.

In fact, Australia's peak health body has recently identified potassium as having disease-fighting abilities and suggested we actively consume more⁵.

Phyto-nutrient Power

Scientists reveal more about the health enhancing power of fruit and fruit juice every day. The latest discovery is a range of compounds called phyto-nutrients that may explain the protective power of plant foods.

These compounds have created excitement around the world as they may help the body in its battle against aging, cancer and heart disease⁶.

Slow Release Energy

Our most popular juices like orange, apple, pineapple and grapefruit all have a low Glycemic Index, which means they release glucose gradually into the bloodstream to provide long-lasting energy.

GI experts recommend that a low GI product be eaten with every meal² – so a glass of refreshing orange juice with breakfast will not only provide essential vitamin C – one of nature's most powerful antioxidants, but a sustained energy source to help get you through the morning.

100% Fruit Juice	Low GI Score (low GI= Below 55)
Orange	52
Apple	40
Pineapple	46
Grapefruit	48

What About Whole Fruit?

Even though Government advice recognizes that a serve of fruit juice can contribute to our total fruit intake it is important to meet the daily fruit recommendation each day⁷:

Age Group (years)	Recommended Servings of fruit/day
4-7	1
8-11	2-3
12-18	2-3
Adults	2

Balance for Health

While its good to know that fruit juices can be included in a healthy diet, it is vital that we eat a varied diet, enjoy fruit juice sensibly and be physically active everyday.

Studies of our eating habits reveal that on average our intake of fruit juice is moderate and consistent with a healthy diet providing only 2% of energy to 2-18 years olds and just 1% of energy to adults over 19 years of age³.

Plus recent Australian⁸ and overseas research^{9,10} found no link between fruit juice and weight gain in studies of children's diets. In fact, one large American study indicated those children consuming fruit juice had better quality diets than "non-juice consumers" – with intakes of fat, saturated fat, sodium, added sugars and added fats lower in those consuming juice compared those that did not¹⁰.

Tips for Young Children

When serving juice to very young children, it is important to dilute fruit juice – the following is a useful guide:

- 1-2 years dilute juice at least 1 part juice to 3 parts water
- 2-5 years dilute juice at least 1 part juice to 1 part water

For optimal dental health we recommend:

- Not to hold or "swish" around the mouth
- Use a straw
- Consume chilled
- Where possible consume with meals
- Brush teeth regularly¹¹

FRUIT JUICE FACT

Orange juice naturally contains more than 60 phyto-nutrients, many of them known as flavonoids, a class of natural antioxidants that many scientists believe may help the body defend against some of our most common diseases⁶.

References:

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Information Sheet, Dietary Guidelines/School canteen issues.

December 2007

This brochure is designed as a general guide only. For specific health information seek assistance from a suitably qualified health practitioner.

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