

The Facts About 100% Fruit & Vegetable Juice



Even when 100% juice is taken into consideration,

59%
of Canadians

eat less than 5 servings of fruits & vegetables per day. ^[1]

100% juice is associated with improved diet quality. ^[2]

100% juice is available year-round, nation wide.

In rural and northern communities where whole fruit and vegetables are rare and expensive, fruit and vegetable juice are a critical and cost-effective way of accessing the nutritional benefits of the fruit. ^[3]

100% juice is a source of essential nutrients and phytonutrients.

100% juice is a nutrient-dense beverage that delivers essential vitamins and minerals with no added sugars. ^[4] 100% juice adds a significant number of bioactives to the diet, without negatively impacting weight status or chronic disease risk. ^[5]

For more information, visit canadianjuicecouncil.ca

[1] Statistics Canada. Fruit and vegetable consumption, 2013

[2] O'Neil CE, et al. "Diet quality is positively associated with 100% fruit juice consumption in children and adults in the United States: NHANES 2003-2006". Nutr J. 2011;10:17

[3] Byrd-Bredbenner C, Ferruzzi MG, Fulgoni VL, Murray R, Pivonka E, and Wallace TC. "Satisfying America's Fruit Gap: Summary of an Expert Roundtable on the Role of 100% Fruit Juice." Journal of Food Science. 2017 doi: 10.1111/1750-3841.13754

[4] Scientific Report of the 2020 Dietary Guidelines Advisory Committee.

[5] Potential health benefits of (poly)phenols derived from fruit and 100% fruit juice Kacie K.H.Y. Ho, Mario G. Ferruzzi, and JoLynne D. Wightman Nutrition Reviews, September 2019

Strengthening your Immunity with 100% Juice

Did you know?

Our immune systems require a constant supply of essential nutrients to support its function.

100% juice contains a number of the essential nutrients that aid in maintaining and supporting immunity.

Vitamin C



Vitamin C promotes the production and protection of immune cells, making it essential for normal immune function.^[6,7]

Bioactives

Research shows that these beneficial plant compounds may help enhance immunity by fighting off viral infections and inflammation.^[8,9]

Potassium, Folate & Thiamin

These three nutrients along with others found in juice, like vitamin B6 and magnesium, can help support overall immune function.^[11]



100% juice contains similar bioactives to whole fruit.^[10]



Hydration

Proper hydration is essential for ensuring your body works efficiently throughout your regular daily activities.

100% juice has high water content, making it an ideal way to stay hydrated throughout the day.^[12]



[6] Carr AC, Maggini S. Vitamin C and immune function. *Nutrients*. 2017;9:1211.

[7] European Food Safety Authority. (EC) No 1924/2006. *EFSA Journal*. 2009;7(9):1226, [28 pp.]

[8] Somerville VS, Braakhuis AJ, Hopkins WG. Effect of flavonoids on upper respiratory tract infections and immune function: a systematic review and meta-analysis. *Adv Nutr*. 2016;7(3):488-497.

[9] Food and Nutrition Board, Institute of Medicine. *Dietary Reference Intakes for Vitamin C, Vitamin E, Selenium, and Carotenoids*. Washington, D.C.: National Academy Press; 2000:325-382

[10] Ho KKHY, Ferruzzi MG, Wightman JD. Potential health benefits of (poly)phenols derived from fruit and 100% fruit juice. *Nutr Rev*. 2020 Feb 1;78(2):145-174.

[11] Gombart AF, Pierre A, Maggini S. A review of micronutrients and the immune system working in harmony to reduce the risk of infection. *Nutrients*. 2020;12(1):236.

[12] Food and Nutrition Board, Institute of Medicine. *Dietary Reference Intakes for Water, Potassium, Sodium, Chloride, and Sulfate*. Washington, D.C.: National Academy Press; 2005:73-166