

Pointers For Parents

Refreshing Realities About Fruit Juice

(NAPSA)—You may want to raise a glass to the results of a recent survey about the merits of 100 percent fruit juice. A new national survey of pediatricians and moms found that 100 percent fruit juice does matter when it comes to children's health and nutrition.

Nearly all pediatricians surveyed agreed that 100 percent fruit juice is the next best beverage choice for kids after milk and water. However, pediatricians do not recommend that kids ages 1 to 6 consume "juice drinks," which contain just small amounts of real fruit juice.

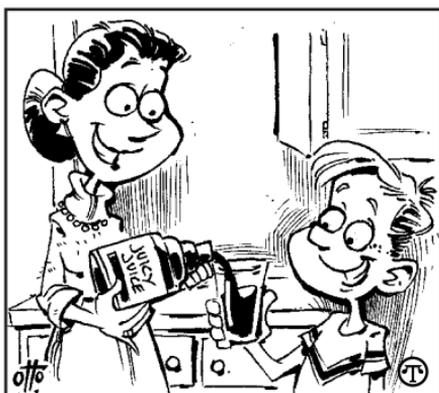
The survey found that nearly all moms agree that there is a major difference between 100 percent fruit juice and "juice drinks," but nearly 60 percent did not realize that beverages containing less than 100 percent juice cannot be called fruit juice.

Although 81 percent of the moms surveyed agreed that "juice drinks" with very little fruit juice don't provide much more nutritional benefit than sugar water or soft drinks, 56 percent of moms don't always read nutrition labels to make sure what they are buying is 100 percent juice.

"Nutrition labels can be an extremely helpful resource for parents when it comes to their child's nutrition," said Dr. William Sears, top-selling author of 30 books on childcare and fellow of the American Academy of Pediatrics. "Overlooking the facts on nutrition labels could potentially be harmful to your children's health and rob them of much needed nutrients such as Vitamins A and C and potassium, found in 100 percent juice."

The American Academy of Pediatrics (AAP) recommends 100 percent fruit juice in moderation as a healthy part of a child's diet. When serving 100 percent juice, parents can consult the AAP's guidelines regarding fruit juice consumption:

- Children ages 1 to 6 years: 4-6



Moms should carefully read nutrition labels, to be sure they are serving their kids 100 percent juice.

fluid ounces of 100 percent fruit juice per day

- Children ages 7 to 18 years: 8-12 fluid ounces of 100 percent fruit juice per day

All beverages containing fruit juice must state the percentage of juice on the label.

"Moms should not be fooled by the misleading names on 'juice drinks,'" added Sears.

Products containing 10 to 20 percent fruit juice are often packed with added sugars and/or sweeteners and include fruit 'drink,' 'ade,' or 'beverage' in the name, whereas products labeled 100 percent juice, such as Libby's® Juicy Juice®, contain no added sugars or sweeteners.

The survey found that 100 percent juice is kids' number two requested beverage (after milk)—even before soft drinks!

A top concern of moms when purchasing juice is that it is a good source of Vitamin C. Most 100 percent juice products are fortified with Vitamin C and therefore can be as good a source as orange juice. Plus, a 6 fluid ounce serving of 100 percent fruit juice equals one fruit serving on the USDA Food Guide Pyramid.

Should children drink juice? According to pediatricians, kids and moms, the answer is yes. Just make sure it's 100 percent fruit juice.