THE PERFECT PORTION

In moderation and as a complement to whole fruit, 100% juice is a great way to squeeze in more fruit each day!

WHAT IS A RECOMMENDED SERVING?

ONE 4-OZ. GLASS *of* **100% JUICE** **= 1 FRUIT SERVING (1/2 CUP)**

The American Academy of Pediatrics and the *2010 Dietary Guidelines for Americans* agree that moderate consumption of 100% fruit juice can be part of a healthy diet and can help people meet their daily goals for fruit intake.[1,2] Americans need 1-2 cups of fruit per day, depending on age, gender, and physical activity level, with the goal of filling half the plate with fruits and vegetables.[1] However, most people are not meeting these goals,[1,3] and even fewer are choosing from a range of vibrantly colored fruit offering a mix of vitamins, minerals and plant nutrients (polyphenols). In particular, few people are getting enough purple and blue fruits and vegetables, which only account for about 3% of total fruit/vegetable intake.[4]

Squeezing enough fruit into your diet does not have to be difficult. Fresh, frozen and canned fruit, as well as 100% juice, each count towards daily fruit servings and provide key nutrients to support a healthy lifestyle. Look for 100% juice, such as Welch's 100% Grape Juice, that contains no added sugar, color or flavor.

For more information, visit choosemyplate.gov.

References:

[1] Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2010. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010.

[2] American Academy of Pediatrics (AAP). Committee on Nutrition. The use and misuse of fruit juice in pediatrics. Pediatrics. 2001;107:1210-1213.

[3] Centers for Disease Control and Prevention. Fruit and Vegetable Consumption Among Adults - United States, 2005. Morbidity and Mortality Weekly Report. 2007. 56(10):213-217. http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5610a2.htm. Last Updated: March 15, 2007. (Accessed Sept. 23, 2010).

[4] Produce For Better Health Foundation. State of the Plate Study on America's Consumption of Fruits and Vegetables. Wilmington, Delaware. 2003.