



THE PERFECT PORTION

In moderation and as part of a healthy diet, 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, vibrant 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.

