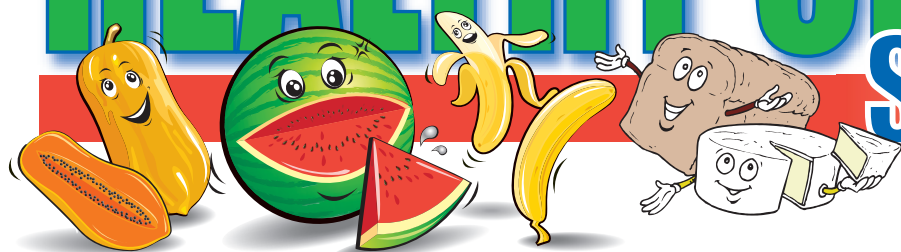


HEALTHY CHOICES

START NOW



The ABC's of Fruit Juice

What's the difference between fruit juice and fruit drinks?

- Products labeled fruit juice are made from real juice. For example, if the label says "apple juice", it is made of the juice from apples.
 - Real fruit juice has over 20 vitamins and minerals.
 - 125 ml (1/2 cup) of juice equals one serving from the Vegetables and Fruit food group from Canada's Food Guide.
 - Products labeled fruit drink, beverage, punch or cocktail are not real juice. For example, "grape cocktail" is not "grape juice".
 - Many fruit-flavoured drinks are made to look like juice, but are just sugar and water with some flavours.
 - Although some fruit drinks have vitamin C added, they do not have the potassium, B-vitamins and other nutrients found in real juice.
 - Don't be fooled by a label that says "contains real fruit juice". This claim can be made even if the product has only a small amount of real juice.
- Read the ingredient list; if sugar, fructose or glucose is first or second on the list, the product is not your best choice.
 - Look at the label for any of these words to make sure you are buying juice:
 - ✓ 100% juice
 - ✓ 100% fruit juice
 - ✓ 100% pure juice
 - ✓ 100% juice from concentrate
 - ✓ unsweetened fruit juice
 - ✓ (name of fruit, e.g. orange) juice

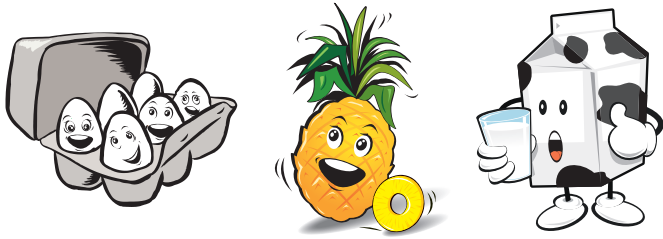


Fruit juice sample ingredient list:

Ingredients: water, concentrated orange juice

Fruit drink sample ingredient list:

Ingredients: water, sugar and/or glucose-fructose, citric acid, natural and artificial flavours, sodium benzoate, colour.



HEALTHY CHOICES

START NOW

...Continued

Can my child have too much juice?

YES!

- Too much juice may cause tooth decay, weight problems, diarrhea and stomach upset.
- Children may not be hungry at meal and snack times if they fill up on juice during or between meals.

For these reasons, limit the amount of juice your child drinks:

Age of Child	Maximum amount of juice each day
Less than 6 months	Do not give juice
6 months to 1 year	60 ml (1/4 cup)
1 year and older	125 ml (1/2 cup)

A suggested portion size for a one to five year old is 60 - 125 ml (1/4-1/2 cup).

Make it a habit to serve milk at meals. If your child is thirsty between meals and snacks, offer a glass of water.



Prevent tooth decay...

- Serve juice in a cup at meal or snack times.
- Don't allow a child to walk around with a baby bottle or sippy cup.
- Don't give anything other than water in a bottle or sippy cup at sleep time.

To get the most vitamin C

- Frozen concentrate is a better source of vitamin C than ready-to-serve juice and it is usually less expensive.
- Buy ready-to-serve juice 3-4 weeks before the expiry date and drink the juice within one week of opening the carton.

Did you know...?

Fruit juice doesn't have the fibre that you get from whole fruit. It is better for you to eat your fruit than to drink it!

Are unpasteurized fruit juice and cider safe?

- Most juices and ciders available in grocery stores are pasteurized. This means that the liquid has been brought to high temperatures to kill harmful bacteria.
- Some juices and ciders sold at health food stores, roadside stands, farmers' markets, and in the display case at the grocery store are unpasteurized.
- While many people can enjoy unpasteurized juice, it may cause severe illness in young children, the elderly and people with weak immune systems.

REMEMBER!

- ✓ Buy real fruit juice
- ✓ Be careful of juice portions
 - ✓ Whole fruit is best
- ✓ Serve only pasteurized juice or cider



If you would like more information, call the Healthy Children Info Line to talk with a Public Health Nurse at 519-883-2245. TTY: 519-883-2427.