

# Juice Jungle

## How Much Fruit Juice is Okay?

Remember, too much fruit juice can be filling and not leave room for other healthy foods.

- Juice should not be given to infants under 6 months of age.
- Infants less than one year of age should not have more than 4 oz (1/2 cup) of juice a day.
- Do not give juice in a bottle. Juice should be given in a cup at set times during the day such as at snack time.
- Do not have juice available throughout the day and do not give juice at bedtime.
- For children aged 1-6, fruit juice should be limited to 4-6 oz (1/2 to 2/3 cup) a day.
- For older children and teens aged 7-18, fruit juice intake should be between 8-12 oz (1 to 1 1/2 cups) a day.

**Fruit juice tastes sweet and most kids love to drink it. But it can be too much of a good thing. Read on for important facts and tips to help you navigate the juice jungle.**

## Did You Know...

- Kids are drinking more fruit juice, fruity drinks and pop than ever before.
- These drinks are replacing milk. This can be a big problem because milk is more nutritious—it has calcium and vitamin D for growing strong and healthy bones.
- Drinking too much juice and fruit drinks can cause tooth decay and diarrhea.
- *Eating Well with Canada's Food Guide* recommends eating more whole fruit rather than fruit juice.
- Some fruit juices are fortified with milk ingredients such as milk solids. These juices have added calcium, however they are not suitable for children with milk allergies or intolerances.



## Fruit Juice or Fruit Drink—What's the Difference?

Finding your way through the many choices found in grocery stores can be frustrating. It can be a challenge to select the most nutritious choices of fruit beverage to offer children. Fruit drink or punch? Fruit juice or cocktail?

Fruit “drinks,” “cocktails” or “punches” and sports drinks are mostly sugar, artificial colours and flavours. Some fruit drinks may be fortified with vitamin C, or they may contain some real fruit juice. But, they still do not contain the 20 vitamins and minerals naturally present in pure fruit juice. A fruit drink with added vitamin C has only one and most sports drinks and pop have none. So choose the product labeled “100% juice” to make sure you are getting the real thing.



# *Eating Well with Canada's Food Guide* has recommended number of servings of Vegetables and Fruit per day:



- Children aged 2-3: 4 servings
- Children aged 4-8: 5 servings
- Children aged 9-13: 6 servings
- Female Teens: 7 servings
- Male Teens: 8 servings

**Choose whole fruit more often than fruit juice!**

## *Dare to Compare!*

Do you use fruit drinks or punches to save money? Look at the difference on these labels:

### **100% Pure Orange Juice**

**Ingredients:** orange juice from concentrate

**Purchase Price:** 89 cents

**Per 1/2 cup serving:** 7 cents

### **Orange Drink**

**Ingredients:** water, sugar, orange juice from concentrate, citric acid, vitamin C

**Purchase Price:** \$1.19

**Per 1/2 cup serving:** 10cents

## **The Bottom line:**

Were you surprised to see that the prices of drinks and real juices are very similar? The prices may be close but remember that 100% pure juices are nutritionally superior. Anything called "drink", "beverage", "punch", "-ade", "cocktail" or "delight" usually contains very little fruit juice. You are paying for sugar and water. So for the same price, why not buy fruit juice? It is a nutritious snack and a far better alternative than fruit drink. As well, 125mL (1/2 cup) of fruit juice counts as one vegetable and fruit serving as suggested by *Eating Well with Canada's Food Guide*.



## **Thirsty Tips:**

- If children are thirsty, offer water.
- Serve milk at meals.
- Give children a personal water bottle for active play, sports and when traveling.

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