Juice and a healthy diet

The health and nutrition benefits of eating daily serves of fruit and vegetables are widely accepted and scientifically proven.

Less known are the health benefits that come from consuming 100%, unsweetened fruit juice as part of a healthy, balanced diet and lifestyle.

100% unsweetened juice:

Fruit Juice Australia (FJA) defines 100%, unsweetened fruit juice as beverages composed exclusively of liquids extracted from one or more fruits with no added sugars or artificial sweeteners.

It is these fruit juices that bring the goodness of essential vitamins and minerals that are great for the body and your overall health and wellbeing. They also provide carbohydrates, natural sugars called ‘fructose’ (or fruit-sugar), and may also provide some fibre.

100% juice maintains many of the key nutrients found naturally in whole fruit and so can also contribute to your daily recommended serves of fruit.

Truth about juice:

While juice has less fibre than whole fruit, it still contains vitamin C, beta carotene (which converts to vitamin A in the body), folate, potassium, plus antioxidants such as anthocyanin, catechin and phenols.

Children and juice:

The 2007 Australian National Children’s Nutrition and Physical Activity Survey found that fruit juice is a substantial part of the total fruit intake for many children and a major contributor to total nutrient intake. Without it, many kids wouldn’t get regular fruit serves.

Only 1% of 14-16 year olds consumed the recommended amounts of fruit. When juice was included as a ‘fruit serve’, this increased to 24%.

Did you know?

- Fruit juice contains antioxidants which are associated with range of health benefits including reducing the risk of certain cancers as well as cardiovascular disease.
- Citrus juices may protect against common chronic diseases such as cancer, degenerative eye and cognitive conditions.
- Drinking a glass of orange juice, rich in vitamin C, your breakfast cereal can help boost the amount of iron your body absorbs from the cereal.

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Daily Fruit Serves

- A small glass (125ml) of 100%, unsweetened fruit juice can count as a daily fruit serve.
- Nearly 50% of Australians do not eat the recommended two serves of fruit a day.

It’s all about helping you make healthy choices for your family.

Juice is great for fussy eaters and active kids.

Daily fruit servings needed:

Recommended fruit serves per day by age group:
- 4-7 years - 1 serve
- 8-11 years - 2-3 serves
- 12-16 years - 2-3 serves
- Adults - 2 serves

One serve of juice can count towards your daily fruit intake.