

2020-2025 Dietary Guidelines:

The 100% Juice Perspective

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Agenda

- What are the Dietary Guidelines for Americans (DGA)?
- Process and public comments
- What the new Guidelines say about juice
- Opportunities to leverage the Guidelines

What are the DGA?



- USDA/HHS jointly publish report of nutritional and dietary guidelines every 5 years
- Based on current scientific and medical knowledge
- Basis of federal nutrition policy (National School Lunch Program, WIC, etc.)
- Designed for policymakers, nutrition and health professionals
- **Aim: Promote health and prevent disease**

Overview of the General Process

- Review and recommendations on overall process (**new**)
- Development and public input for key topics/questions for analysis (**new**)
- Nominations and selection of DGA scientific advisory committee (DGAC; 20 individuals)
- Committee meetings and review/analysis of the science concurrent with public comment (in person and in writing)
- Release of DGAC report and public comment period
- Development and release of the DGA by USDA/HHS
- Update of MyPlate materials for consumers

Process

2020 Dietary Guidelines Advisory Committee Timeline*



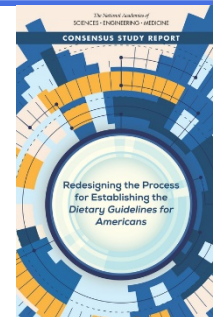
LEGEND



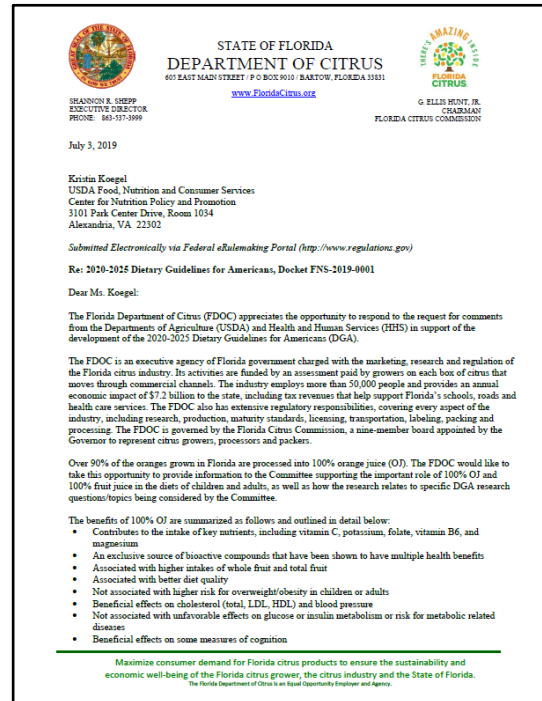
* Tentative timeline

[†] Will include opportunity for oral comments

2016-2017: National Academies review DGA process and make recommendations to increase transparency, eliminate bias, and provide a variety of viewpoints - 2 reports released

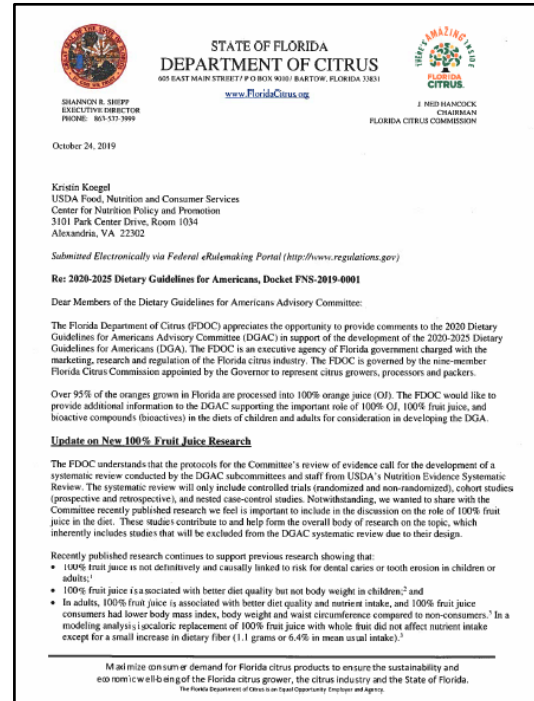


FDOC and JPA Comments: Committee Meetings



July 3, 2019

- Nutrition and dietary benefits of OJ
- Not associated with overweight/obesity
- Chronic disease benefits



October 24, 2019

- Presented newest OJ/100% fruit juice research
- Recommend mention of benefits of bioactives (e.g., hesperidin) in the diet

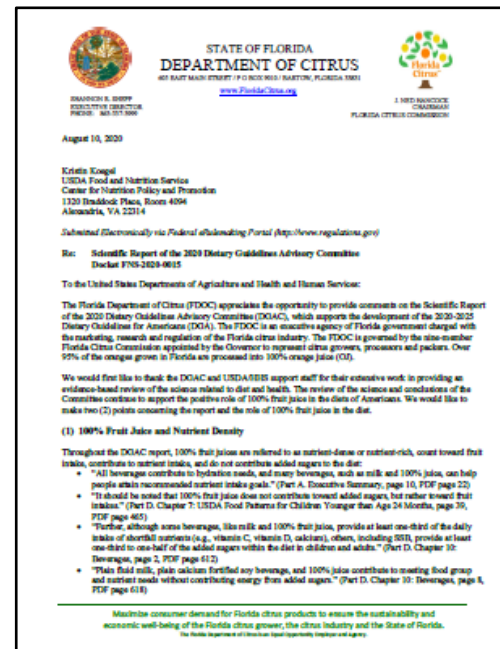


Juice Products Association

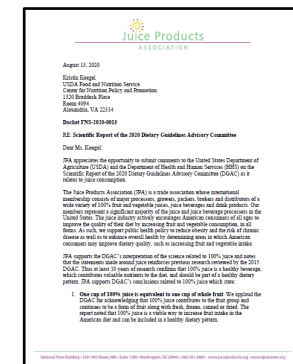
- 3 comment letters
- 2 appearances at public comment meetings
- Research supporting the nutrition and health benefits of 100% juice

Dietary Guidelines Advisory Committee Report

- Released July 2020
- 835 pages
- Results of analysis and review of topics/questions and evidence-based recommendations
- Overall, findings were supportive for 100% fruit juice



- FDOC comments submitted August 10
- Include 100% fruit juice in definition of nutrient-dense foods
- Results of new research supporting 100% fruit juice



Dietary Guidelines for Americans (Policy Document)

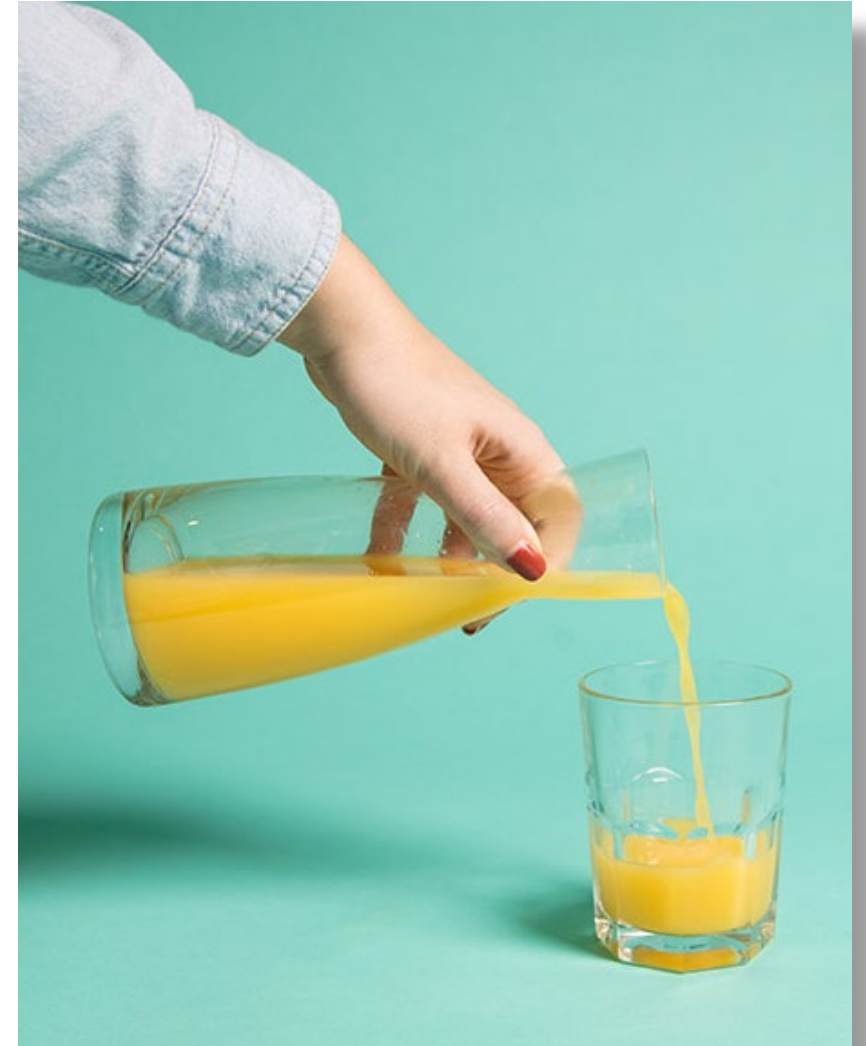


- Released December 29, 2020
- 149 pages
- No comment period – DGA are final with the release of this document
- For the first time addressed nutritional needs for birth to age 2
- Revised consumer-facing MyPlate materials released



DGA Theme: *Make Every Bite Count*

- Strongly encourages incorporation of nutrient-dense foods in the diet
 - Foods and beverages that *“provide vitamins, minerals, and other health-promoting components and have little added sugars, saturated fat, and sodium.”*
- Nutrient density had many mentions - also in conjunction with 100% juice
- FDOC has supported and advocated nutrient density since 2004
- OJ one of the most nutrient-dense of commonly consumed 100% fruit juices¹



1. [Rampersaud. J Food Sci. 2007;72\(4\):S261-S266.](#)

100% Orange Juice – A Nutrient Dense Beverage

Excellent Source

Vitamin C

Calcium (fortified)

Good Source

Potassium

Folate

Thiamin

Vitamin D (fortified)

Phytonutrients

Flavonoids

Hesperidin

Naringin



8 Ounces

Lesser Amounts (<10% Daily Value)

Vitamin B6

Magnesium

Riboflavin

Niacin

Vitamin A

Carotenoids

Beta-carotene

Alpha-carotene

Beta-cryptoxanthin

Lutein

Zeaxanthin

DGA: Juice Perspective

DGA continues to support 100% juice as a nutritious beverage choice as part of a healthy dietary pattern



- **100% fruit juice** counts as a fruit serving
- At least half of the recommended amount of fruit should come from whole fruit, rather than **100% juice**

DGA: Juice Perspective



- Primary beverages should be calorie free – especially water – or contribute beneficial nutrients, such as fat-free and low-fat milk and **100% fruit juice**
- When juices are consumed, they should be **100% juice**

Juice Perspective: Life Stages



- **100% fruit or vegetable juices** should not be given to infants
- In the second year of life, most fruit intake should come from eating whole fruit but if **100% fruit juice** is provided, up to 4 ounces per day can fit in a healthy dietary pattern
- Beverages that contain no added sugars should be the primary choice for children and adolescents
- These include water and unsweetened fat-free or low-fat milk—including low-lactose or lactose free options or fortified soy beverage—and **100% juice** within recommended amounts

Juice Perspective: Life Stages



- In addition to water, older adults should choose unsweetened beverages such as **100% fruit or vegetable juice** and low-fat or fat-free milk or fortified soy beverage to support fluid intake to prevent dehydration while helping to achieve food group recommendations

Juice Perspective: Additional Key Points

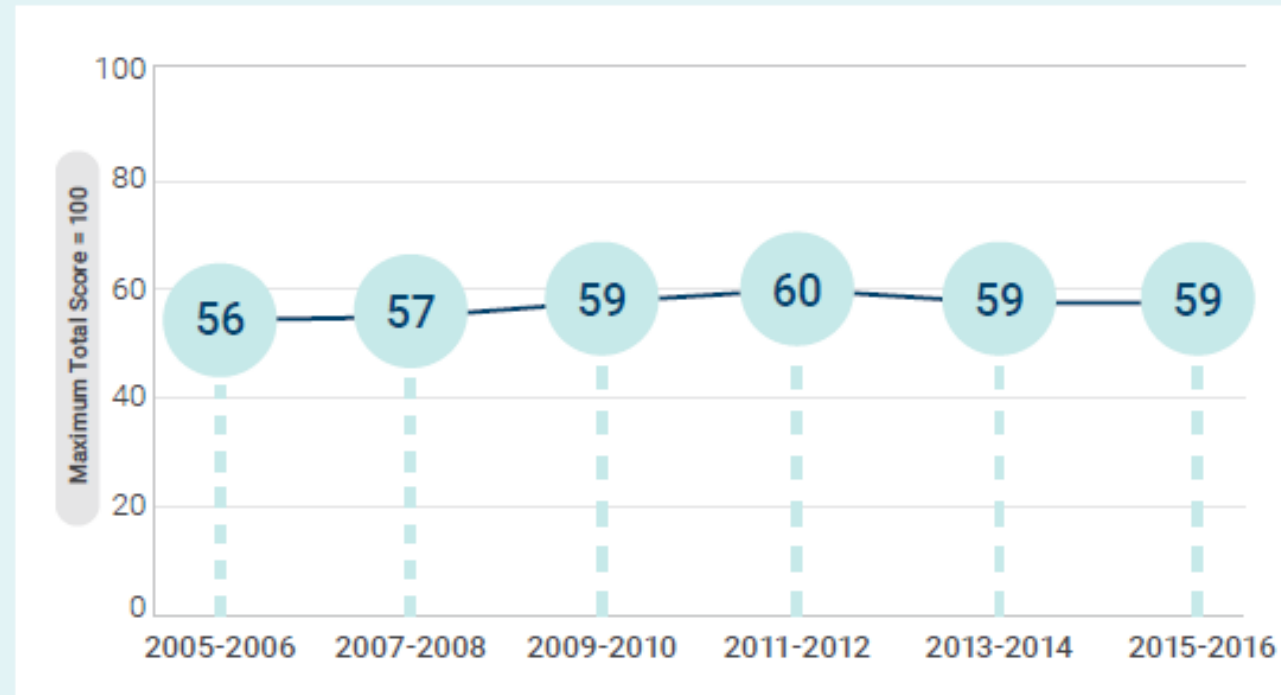


- Drinks labeled as “fruit drinks” or “fruit-flavored drinks” are not the same as **100% fruit juice** and contain added sugars
- Beverages with added sugars, including “fruit drinks,” can be replaced with nutrient-dense options such as **100% juice** to help meet fruit group recommendations
- Although **100% fruit juice** can be part of a healthy dietary pattern, it is lower in dietary fiber than whole fruit
- Less than 10% of daily calories should come from added sugars (*DGA advisory committee recommended lowering to 6%*)
- No mention of **100% juice** and links to overweight or obesity

Diet Quality Remains Low

Figure I-1

Adherence of the U.S. Population to the *Dietary Guidelines* Over Time, as Measured by the Average Total Healthy Eating Index-2015 Scores



NOTE: HEI-2015 total scores are out of 100 possible points. A score of 100 indicates that recommendations on average were met or exceeded. A higher total score indicates a higher quality diet.

Data Source: Analysis of What We Eat in America, National Health and Nutrition Examination Survey (NHANES) data from 2005-2006 through 2015-2016, ages 2 and older, day 1 dietary intake data, weighted.

Over 80% of Americans Don't Meet Fruit Recommendations

Figure 1-6

Dietary Intakes Compared to Recommendations: Percent of the U.S. Population Ages 1 and Older Who Are Below and At or Above Each Dietary Goal



***NOTE:** Recommended daily intake of whole grains is to be at least half of total grain consumption, and the limit for refined grains is to be no more than half of total grain consumption.

Data Source: Analysis of What We Eat in America, NHANES 2013-2016, ages 1 and older, 2 days dietary intake data, weighted. Recommended Intake Ranges: Healthy U.S.-Style Dietary Patterns (see [Appendix 3](#)).



Dietary
Guidelines
for Americans

DGA Provide Opportunities to Promote 100% OJ as a Healthy Choice



- Balanced, healthy eating with more fruits and vegetables
- Can help meet daily fruit intake, improve diet quality
- Nutrient-dense beverage for almost all life stages
- Replacement for added sugar beverages
- Fits into a variety of dietary patterns (e.g., plant-based, Mediterranean, vegetarian/vegan, DASH)
- Continue to educate on:
 - Distinguishing between 100% OJ and fruit “drinks”
 - Moderate consumption within individual calorie needs, especially for children

Thank You





