

Juice Board – Week 5
Activity Description
How Much Real Juice?

Materials

Week 5 display board

64 oz bottle of 100% Orange Juice – **for activity**

64 oz bottle of 5% Juice Drink – **for activity**

Brown paper bags – **for activity**

1 oz plastic cups (labeled 'A' and 'B') – **for activity**

Cooler with ice (to transport and keep juice cold) – **for activity materials**

Plastic trash bags – **for activity clean up**

Clorox wipes – **for activity clean up**

Reinforcers – 100% Juicy Juice (juice box)

Basket/container for reinforcers

Raffle box

Raffle slips

Pens/pencils

Parent Handouts

Table for supporting board (folding table)

Raffle prize for current week – Kids drinking water bottle

Raffle prize for following week – Pier 1 fruit glasses – FOR DISPLAY ONLY

Raffle prize winner's name

Target Audience

Parents of Pre-School Children

Table/Board Set Up

Place board on folding table

Place raffle box, pens/pencils, and raffle slips on table

Place parent handouts on table

Place reinforcers on table

Place all activity materials on table

Place raffle prize and raffle winner's name on table

Place raffle prize for following week on table (If there is free space)

Activity: Parents will learn that they can distinguish 100 % juice from juice drinks based on taste.

1. Greet parent and ask him/her if they want to enter their name in the weekly raffle or receive a giveaway.
2. If parent says yes, engage him/her in the activity (following). If parent says no, say thank you, provide them with a parent handout and let parent go on his or her way.
3. The student will ask the parent if he/she believes that he/she can predict 100% juice based on taste. The student will record the parent's answer on the provided evaluation form.

4. The student will cover both juice containers with brown paper bags (so parent cannot see which juice is being poured into each cup).
5. The student will ask the parent to drink the liquid from each 1 ounce cup. The student will ask the parent to identify which of the cups contains the 100% Fruit Juice based on taste.
6. The student will record the parent response on the provided form.
7. Student will inform the parent which of the drink options is 100% Juice and which is the Juice Drink by unveiling the juice containers.
8. Student will ask the parent "What are other ways to determine if a beverage is 100% Fruit Juice?", if the parent says read the label then the student will check the corresponding box on the evaluation form and record any other answers the parent says in the 'other' box on the evaluation form. Regardless if the parent knows or does not know, the student will point out where on the nutrition label to find the percentage of juice as well as other ingredients that are in the juice.
9. The student will explain why 100% Juice is a healthier drink option in comparison to Juice Drinks but will re-enforce that water is the best drink in terms of reducing sugar intake.
10. The student will throw away the used 1 ounce cups in the plastic trash bag. (The student will repeat steps 1- 10 for each parent that participates in the activity.)
10. The student will hand parent the reinforcer (a 100% juice box of Juicy Juice) and provide them with a copy of the parent handout.
11. The student will have the parent fill out their name on the raffle slip and drop it in the raffle box.
12. The student will thank the parent for his/her time.
13. At the end of the session the student will calculate the total number of parents who correctly guessed the healthier drink option and then repeat the same procedure for the number of parents that did not guess the correct healthier drink option.

Reinforcer

100% Juicy Juice – juice box

Raffle Prize To Give Away This Week

Kids drinking water bottle

Take- Home Message

Everything called 'juice' is not real 100% juice.

Student Talking Points

1. Not all juice is 100% juice.
2. 100% juice provides more nutrients than juice drinks that are not 100% juice.
3. Eating fresh fruits is a better option to obtain these nutrients in comparison to drink juice drinks, even 100% juice drinks.

Juice Drink

5% FRUIT JUICE

Snapple Ingredients

Natural Flavors
High Fructose
Corn Syrup
Sugar



How Much Real Juice?



U.S. Department of Agriculture
Center for Food Safety and Inspection Inspection Service
National Center for Food Safety and Inspection Inspection Service

Fruit Juice

100% FRUIT JUICE



WEEK #5: STUDENT HANDOUT

How Much Real Juice

[Most Juice Drinks are Sugar & Water](http://www.trentmueller.com/blog/the-truth-about-juice-drinks.html)

<http://www.trentmueller.com/blog/the-truth-about-juice-drinks.html>

Most people buy juice from a grocery store from time to time. The actual ingredients of juice, however, may vary from what is advertised on the package. Perhaps this is obvious to some, but to others, they may think they're buying real juice when they are only buying sugar and water.

While the FDA regulates some aspects of the information presented on the packaging, juice makers still have enough wiggle room to mislead buyers through tricky marketing language.

How do you know if you're buying real 100% juice?

You have to read the ingredient label on the back and ignore the label on the front. The FDA requires labels that list the ingredients in descending order of predominance according to weight. The heaviest ingredients are first and the lightest are last. Manufacturer's don't have to reveal the % of each ingredient in order to protect their trade secrets. Yet, if they claim something is juice, they have to say what % juice it contains. Let's look at some examples of how buyers can still be misled.

Safeway apple juice cocktail = not juice

Anything that says 'cocktail', 'blend', or 'drink' is usually code for a mix of cheap ingredients like corn syrup. Companies often substitute the syrup for the real juice, because it's cheaper to produce.

Mott's 100% apple juice = real juice

These are 100% apple juice. They're usually from concentrate and well diluted, but that's about as close as you can get to pure juice, without buying expensive apple cider. Note that you can't simply rely on a name brand for real juice. The same brands may offer different product lines- some not containing juice at all.

Snapple = not juice

This Mango Madness Snapple is 95% sugar water and other unnatural ingredients. Only 5% of the drink is the mango juice advertised. The ingredient label reveals what's really in it: Water, High Fructose Corn Syrup, Kiwi Juice from Concentrate, Citric Acid, Natural Flavors, Mango Puree, Vegetable Juice and Beta Carotene (for Color).

Sunny Delight = not juice

Some people confuse Sunny Delight for orange juice, but it's not even close. The ingredients reveal that it's again just sugar water and various unnatural ingredients, which

aren't that healthy. Water, High Fructose Corn Syrup and 2% or Less of each of the Following: Concentrated Juices (Orange, Tangerine, Apple, Lime, Grapefruit), Citric Acid, Ascorbic Acid (Vitamin C), Thiamin Hydrochloride (Vitamin B1), Natural Flavors, Modified Cornstarch, Canola Oil, Sodium Citrate, Cellulose Gum, Xanthan Gum, Sodium Hexametaphosphate, Sodium Benzoate to Protect Flavor, Yellow No. 5, Yellow No. 6. (This was just copied and pasted from a website)

Dole Pineapple, Orange, Banana 100% juice = mostly apple juice

While this is 100% juice, it isn't the juice the front label suggests. It's apple juice with some pineapple juice and even less of the other ingredients.

Safeway Pomegranate juice = mostly pineapple juice, apple juice, and water

This is 100% juice, but not the juice you think it is. When you're spending \$5.99 for it at Safeway, you're probably serious about getting what is advertised. But a look at the ingredient label reveals this is mostly water, pineapple juice, and apple juice- contrary to the front label saying pomegranate juice and showing only pictures of pomegranates. A much lower percentage than the other juices is pomegranate and blueberry. The FDA doesn't require them to put the exact percentage of the pomegranate and blueberry, but with 3 higher % ingredients, you could assume it's not very much.

Pomegranate juice = real 100% pomegranate juice

This is actual 100% pomegranate juice. It says it right on the ingredient label. And it's the same price at the fake pomegranate blend above.

Misleading tactic:

Marketers discovered people become used to looking for the word '100%', as in '100% juice'. So guess what? They now put '100% vitamin C' prominently on many labels- perhaps so you think it's actually 100% juice, when it isn't. This is common for grape juice, since it's one of the most expensive juices to produce. So, they cut many corners in not giving you real 100% grape juice but pass it off as real by the '100% vitamin C' tactic. Beware!

To summarize, marketers are crafty with their juice product labels and fancy graphics. The prudent shopper should just ignore the wording and look at the ingredient label for the real story on what the drink contains. If you're going to shop for fruit juice, you might as well get the real stuff.

How to determine how much REAL juice

- **"100% juice" or "100% pure."** This is the *gold* standard, indicating that the product contains pure juice, possibly reconstituted from concentrate
- **"Cocktail," "drink," "beverage."** Red flags. These drinks contain less than 100 percent juice and sometimes as little as 5 percent. Water, flavorings, and added sweeteners and sugars such as high-fructose corn syrup may make up the rest. Look for the total percentage of juice at the top of the nutrition facts panels.
- **"Light."** These are regular juice diluted with water, artificially sweetened, and priced the same as regular juice.

How to determine how much REAL juice

- **"100% juice" or "100% pure."** This is the *gold* standard, indicating that the product contains pure juice, possibly reconstituted from concentrate
- **"Cocktail," "drink," "beverage."** Red flags. These drinks contain less than 100 percent juice and sometimes as little as 5 percent. Water, flavorings, and added sweeteners and sugars such as high-fructose corn syrup may make up the rest. Look for the total percentage of juice at the top of the nutrition facts panels.
- **"Light."** These are regular juice diluted with water, artificially sweetened, and priced the same as regular juice.

100% Juice versus Juice Drink Day 1

Parent	Believes s/he can correctly guess juice % by taste	Doesn't believe s/he can correctly guess juice % by taste	Correctly guessed juice percentage by taste	Knowledge able about reading labels	Other
A.					
B.					
C.					
D.					
E.					
F.					
G.					
H.					
I.					
J.					
K.					
Total					

100% Juice versus Juice Drink Day 2

Parent	Believes can correctly guess juice percentage by taste	Doesn't believe can correctly guess juice % by taste	Correctly guessed juice percentage by taste	Knowledge able about reading labels	Other
A.					
B.					
C.					
D.					
E.					
F.					
G.					
H.					
I.					
J.					
K.					
Total					