

Juice Board – Week 6

Activity Description

100% Juice vs. Juice Drink

Materials

Week 6 display board

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

64 oz bottle of Minute Maid Fruit Punch – **for activity**

Regular sized bottle of Sunny Delight – **for activity**

1 oz plastic cups – **for activity**

Brown paper bags – **for activity**

Cooler with ice – **for juice in activity**

Plastic trash bag – **for activity**

Clorox wipes – **for activity clean up**

Reinforcers – Oranges

Basket/container for reinforcers

Raffle box

Raffle slips

Pens/pencils

Parent handouts

Evaluation form

Table for supporting board (folding table)

Raffle prize to give away for current week – Pier 1 Fruit Glasses

Raffle prize for following week – Fruit Basket (mangos, oranges, apples) – 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 space)

Activity: Parents will learn to identify 100% Fruit Juice based on sight alone.

1. Student will prepare three 1 ounce cups on table. One is filled with 100% juice, one filled with fruit punch, and one with Sunny D. The student will cover each drink container with a brown paper bag so the parent cannot see which juice is filled with which liquid.

2. The student will greet parent and ask him/her if they want to enter their name in the weekly raffle or receive a giveaway.
3. 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/her way.
4. The student will ask the parent if he/she believes that he/she can predict 100 % juice based on sight alone. Student will record the parent's answer on the corresponding box on the evaluation form.
5. The student will ask the parent to look at the three 1 oz cups, each cup filled with a different unidentified liquid.
6. The student will ask the parent to identify which of the cups contains the 100% Fruit Juice based on sight. The student will record the parent's response on the corresponding box on the evaluation form.
7. The student will inform the parent which of the 1 oz cups is filled with 100% juice, 5% fruit juice and the juice drink.
8. The 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 and record any other answers in 'other' box on the evaluation form.
9. 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.
10. 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 option in terms of reducing sugar intake.
11. The student will hand the parent a reinforcer (1 orange) and the parent handout.
12. The student will have the parent fill out their name on the raffle slip and drop it in the raffle box.
13. The student will thank the parent for his/her time.

Reinforcer

1 orange

Raffle Prize To Give Away This Week

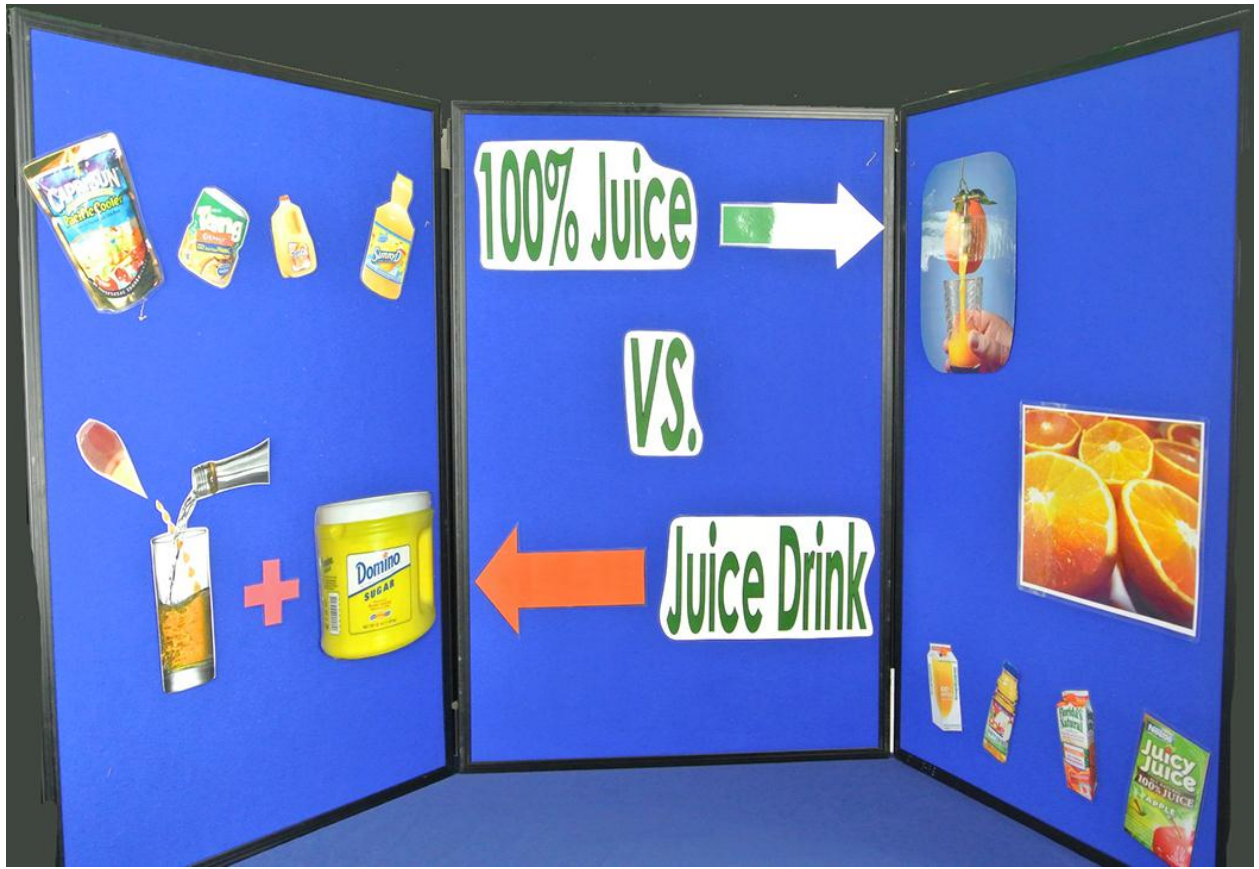
Pier 1 Fruit Glasses

Take-Home Message

1. Don't be misled by the package. Not all things labeled 'juice' are real juice or healthy.

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.



Week 6 Student Handout: Critical Ingredients

Knowing juice-label lingo can help you buy what you intend to and avoid added sugars and artificial ingredients. Here are the basics:

"100% juice" or "100% pure." This is the *gold* standard, indicating that the product contains pure juice, possibly reconstituted from concentrate (more on concentrate [below](#)). Still, there are caveats: "All juice" might not mean all of the juice featured on the label—ruby-red grapefruit, say.

Many 100 percent juice products are a blend, often with apple or grape fruit juices as the first ingredient and the featured juice lower on the list. That's allowed, as long as companies state on the label what the product really is. (Typically, the info is in far smaller print than that "ruby-red grapefruit.") Customer-service representatives at Tropicana and Ocean Spray told us that apple and grape juice are used to add sweetness and to make tarter juices, such as cranberry and pomegranate, more palatable.

"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 such as high-fructose corn syrup may make up the rest.

"From concentrate." This refers to juice that has been concentrated, then rewatered to return it to its original form. Some labels boast "not from concentrate," which seems to mean they're a more healthful choice, but our experts say no notable nutritional differences exist between the two forms.

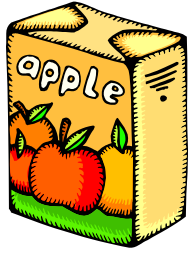
"Light." Tropicana, Welch's, Ocean Spray, Mott's, and other brands have come out with light versions of their fruit juices that tout less sugar and fewer calories. These are basically regular juice diluted with water, artificially sweetened, and priced the same as regular juice.

Consumer Report's take. For juice, choose "100% juice," but check the ingredients for the listing of the juice you're after. Ingredients appear in descending order of weight.

Think twice about "beverages," "cocktails," and "drinks" with added sugar or high-fructose corn syrup. Look for the total percentage of juice at the top of the nutrition facts panels, where the law requires manufacturers to list it.

Be aware that fruit juices can have a lot more calories than the fruits or vegetables from which they're taken. To save calories and money, you can dilute 100 percent juice with chilled water or seltzer.

<http://www.consumerreports.org/cro/food/beverages/juice/juice-label-lingo-5-08/o>



Fruit Juices

Look for

100% Juice on the label

- All juice drinks are not 100% real fruit juice.
- Some juice drinks have added sugars and water.

Limit the amount of:

- Juice Cocktails
- Juice Beverages
- Juice Drinks
- “Light” Juices



Sugar has many names.

If you see any of these words on a food label, it has sugar in it!

- Corn Syrup
- Corn Sweetener
- High-Fructose Corn Syrup
- Fruit Juice Concentrates
- Evaporated Cane Juice
- Malt Syrup
- Molasses
- Sucrose
- Dextrose
- Maltose
- Fructose
- Glucose
- Lactose
- Crystalline Fructose

1.

100% Juice versus Juice Drink Day 1

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

100% Juice versus Juice Drink Day 2

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