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FACT SHEET

Fruit juice and vitamin C

Fruit juice is widely recognised as a rich source of vitamin C, and also containing a variety of other nutrients.

Vitamin C is one of nature's most powerful antioxidants and we need it in our daily diets. It helps to support our body's natural defences by soaking up damaging free radicals.

Fruit Juice Australia (FJA) supports the sensible consumption of juice as part of a healthy, balanced diet as a way to help get your daily intake of vitamin C.

What is vitamin C?

Vitamin C is a naturally organic compound with antioxidant properties. It is found in a range of fruits and vegetables. Citrus fruits are particularly rich in vitamin C.

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<http://www.facebook.com/pages/Get-the-Juice-with-Fruit-Juice-Australia/418308024867275>

Did you know?

Adults rely on fruit juice as a key source of vitamin C. In fact about 25% of the vitamin C intake for adults comes from fruit juice alone³.

Drinking fruit juice with meals containing legumes, nuts and cereals can help provide some vitamin C to assist iron absorption⁴.

Truths about vitamin C:

100%, unsweetened fruit juice is an excellent source of vitamin C.

Vitamin C is needed by the immune system to work properly. Studies show high intakes of vitamin C may help reduce the length and severity of the common cold¹.

You need vitamin C for the growth and repair of tissues in all parts of your body.

Vitamin C plays a key role in:

- healthy teeth and gums
- healing cuts and wounds
- supporting the immune system
- supporting the nervous system
- enhancing the absorption of vital minerals, like zinc and iron
- protecting against lifestyle diseases²

Quick Facts

- Fruit juice is a major contributor to vitamin C in children's diets, providing 56% of daily intake for children aged 2-16 years.
- Taken together with whole fruit, the total contribution of juice to children's daily intake of vitamin C was 73%⁵.



The benefit of juice in helping our kids get their recommended vitamin C intake should not be downplayed.

We need vitamin C for our immune system, healthy teeth, bones and skin.

