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## FOR IMMEDIATE RELEASE

Attention News/Assignment/Health & Lifestyle Editors:

### Orange Juice: The Healthy Energy Booster!

**TORONTO-ON** – (March 15, 2010) – The Florida Department of Citrus (FDOC) is encouraging Canadians to make the healthy choice when it comes to fruit juice. Unlike many fruit “ades” and “beverages,” which often use wording and graphics to mask the fact that they are overloaded with sugar and lacking essential vitamins, 100 per cent Florida orange juice is free of added sugars and loaded with nutrients the body needs to stay healthy and strong.

“Canadians should be aware that punches, cocktails, and energy drinks often contain significant amounts of added sugars and very little natural fruit juice,” says Lydia Knorr, MHSc, a Registered Dietitian with FDOC. “When choosing fruit beverages for their families, it’s important that Canadians choose the most nutritious option. With zero fat and sodium, and no added sugars, 100 per cent pure Florida orange juice is one of the healthiest choices you can make.”

One hundred per cent pure Florida orange juice fuels the body with vital nutrients which help maintain energy levels throughout the day. High energy levels are especially crucial for growing kids, teenagers and young adults. Thiamin, found in orange juice plays a key role by helping the body transform nutrients and carbohydrates into a constant energy supply. Potassium helps boost metabolism for people of all ages and supplies the nourishment needed to stay energetic. And folate is crucial to healthy cell production and function.

Here are a few things consumers should consider when selecting fruit juice:

1. Scrutinize **wording** carefully. “Drinks,” “ades,” and “cocktails” often contain added sugars and very little natural fruit juice.
2. Look for juices that contain “**100 per cent juice**.” This ensures that the juice is 100 per cent natural, and comes only from the whole fruit.
3. Ensure that **additions** don’t camouflage the nutritional value of the beverage. Wording like “fortified with Vitamin C” often distracts from the fact that there is very little natural fruit juice and few essential vitamins.

For more about the health benefits of orange juice and other Florida citrus fruits and juices, visit [www.floridacitrus.ca](http://www.floridacitrus.ca).

#### **About the Florida Department of Citrus (FDOC)**

The Florida Department of Citrus (FDOC) is an executive agency of the Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. A few of the popular varieties of Florida citrus fruit available in Canadian supermarkets are Ruby Red Grapefruit, Flame Grapefruit, and Marsh Grapefruit with 100 per cent pure Florida orange juice and Florida grapefruit juice available all year round.

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