



# Florida Orange Juice

*An American Icon Under Fire from the Ground Up  
and What It Means for the Future of Food and Nutrition*

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# Today's Talk

1. Media Messaging: 100% Orange Juice
2. 100% Orange Juice Nutrition & Health Benefits
3. Key Messages on 100% OJ Nutrition
4. An Overview from the Grove
5. Crop Protection
6. Agriculture Biotechnology
7. Crafting the Narrative on 100% Orange Juice Nutrition and Citrus Greening / HLB

# Headline Headaches

MIAMI HERALD | July 21, 2017

## Juicing. Coconut Oil. What to Watch Out for in the Latest Food Fads

*A glass of juice can also be “a concentrated sugar bomb,” she said, noting it takes three to four oranges to make one 8-ounce glass of juice. “If you drink orange juice, you’re eating three times as much sugar as you would if you ate an orange.”*

KSWB | Fox 5 San Diego

## Negatives to Drinking Orange Juice in the Morning

*Researchers found that drinking orange juice with breakfast can negatively affect the metabolism, increase tiredness, and lead to weight gain due to its high sugar content.*

COACH MAGAZINE | July 25, 2017

## Does Sugar Make You Fat? It Sure Does, Here’s How

*Although orange juice is a good source of vitamin C, it also packs about 25 grams of sugar per 250 ml, the same as a can of Sprite, and should not be included as part of a healthy breakfast except in the case of a severe hangover.*



# 100% Juice Comparison Chart

8-ounce servings	100% Orange Juice (w/ added calcium & vitamin D)	100% Apple Juice	100% Pineapple Juice	100% Concord Grape Juice
Calories	117	114	132	152
Carbohydrate (g)	28	28	32	37
Vitamin C (mg)	<b>83.7</b>	2.2	25	0.3
Calcium (mg)	27 (349)	20	32	28
Vitamin D (IU)	0 (100)	0	0	0
Potassium (mg)	<b>443</b>	250	325	263
Folate (DFE)	<b>47</b>	0	45	0
Thiamin (mg)	0.115	0.052	0.145	0.043
Magnesium (mg)	27	12	30	25
Vitamin B6 (mg)	0.189	0.045	0.25	0.081
Vitamin A (IU)	<b>105</b>	2	12	20
Niacin (mg)	<b>0.697</b>	0.181	0.498	0.336

## What's the bottom line?

- Americans aren't consuming enough fruit.
- 100% fruit juice is a convenient option.
- 1 serving = 1 cup (8 ounces) of 100% juice
- **100% Orange Juice offers many nutrient and diet quality benefits as well as many potential health benefits.**





**“Pesticides” is a broad term used to describe crop inputs—used in conventional, biotech, and organic farming—designed to control “pests” that can destroy a crop or dramatically reduce crop yields.**

*Examples of pesticides:*

- HERBICIDES control weeds.
- FUNGICIDES control fungi.
- INSECTICIDES control insects.
- BACTERIOCIDES control bacteria.
- RODENTICIDES control rodents.





**RISK =**

**HAZARD X EXPOSURE**

# Genetically Engineered Crops: National Academy of Sciences Study & Report

- GE crops first introduced commercially in the mid-1990s.
- Groups and individuals remain critical of the technology based on their concerns about possible adverse effects on human health, the environment, and ethical considerations.
- Others concerned technology is not reaching its potential to improve human health and the environment.
- Emerging GE technologies like CRISPR are adding new complexities to the conversation.

