

Eating More Fruits on a Budget

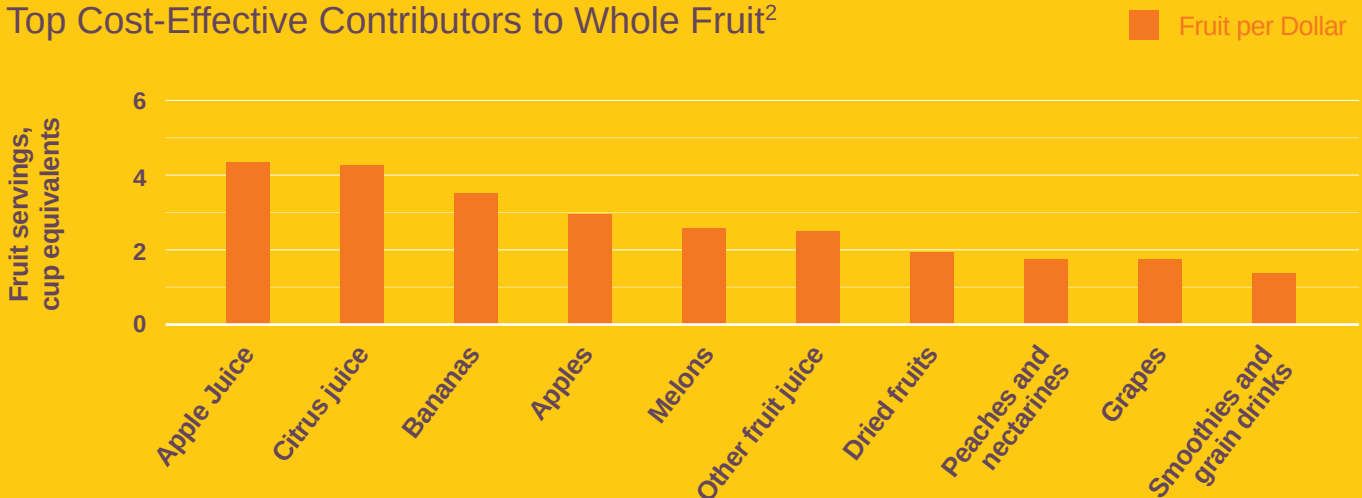
Over the last 10 years Americans have slightly increased intake of fruit but it is not enough: most Americans consume far less fruit than they should eat each day.¹

How to Help Increase Fruit Intake?

About 80% of Americans do not meet daily fruit intake recommendations (1.5-2 cups). One barrier to increasing consumption is the high cost of fruit compared to other foods.² A PepsiCo funded study was completed to find the least expensive fruits per dollar spent in the United States. Data was taken from NHANES to see what foods and beverages Americans consume that contribute to fruit and other food groups. These foods and beverages were then ranked from least expensive to most expensive (shown in the graph below).³



Top Cost-Effective Contributors to Whole Fruit²

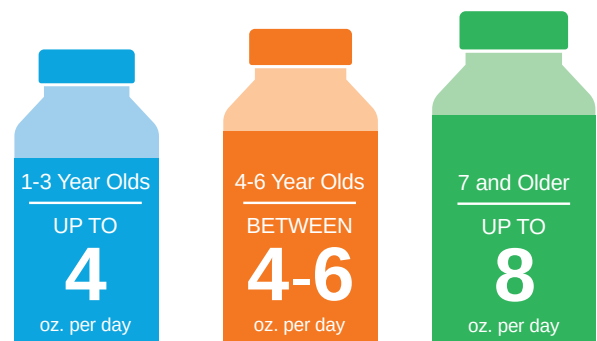


100% apple juice and citrus juice were the top cost-effective contributors to fruit yielding over 4 cups of fruit per dollar. These were followed by bananas, apples and melons.

How Much Juice Should You Drink per Day?

For adults, the United States dietary guidelines suggest up to 8 oz of 100% juice which counts for 1 cup of fruit on MyPlate.¹

For children, the American Academy of Pediatrics suggests up to 4 oz. for toddlers ages 1-3, 6 oz. for children ages 4-6, and up to 8 oz for children age 7 and older.³



References:

1. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available at DietaryGuidelines.gov.
2. Brauchla M, Fulgoni VL. (2021) Cost-effective options for increasing consumption of under-consumed food groups and nutrients in the United States. Pub Health Nutr. Feb 8:1-8.
3. Heyman MB et al. (2017) Fruit juice in infants, children and adolescents: current recommendations. Pediatrics 139(6) e201709767.