



USApple Media Statement **Apple Juice and Trace Elements**

Consumers can be Confident about U.S. Apples and Apple Products

When eating or serving apples or 100% apple juice, American consumers can be confident that they are enjoying a safe, nutritious, healthy and delicious food or beverage produced with pride by the U.S. apple growers and the apple industry.

Apples and Apple Juice are Healthy and an American Favorite:

We are in the midst of an obesity epidemic and economic times are tough. Given the fact that Americans – children especially – consume nowhere near the recommended daily amounts of fruits and vegetables, consumers need more reasons to eat healthful foods like apples and 100% apple juice, not less.

Recent research has shown that consumption of 100 percent fruit juices (apple juice included) is associated with a more nutritious diet and rich in many of the same phytonutrients present in whole apples, supplying important bioactive components that may promote good health and aid in disease prevention.

Trace Elements and Juice

It is important to note that trace elements of arsenic and other chemicals naturally occur in the environment and are present at insignificant levels in water and many of the agriculturally derived foods and beverages we safely consume, according to scientists and regulatory authorities. Arsenic is a naturally occurring element widely distributed in the earth's crust. It can enter the environment from natural sources, such as rocks and sediments, and as a result of human activities such as coal burning, copper smelting and mineral ore processing. Arsenic may be present in foods due to processing and growing conditions that includes soil, air and water sources, including groundwater.

The food industry relies on the Food and Drug Administration (FDA) to provide guidance, action levels or regulatory limits for trace elements and other substances in foods. The Agency evaluates the available scientific data to determine levels that are safe in food and beverages based on consumption data, exposure levels, health risks and other factors. The food industry depends on the FDA and other federal agencies for an assessment in relation to the cumulative exposure to trace elements from all sources, in order to determine the total health effects from exposure to trace elements in all foods that make up a typical diet.

The FDA's Total Diet Study is a program the Agency administers to determine the levels of trace elements, other substances and nutrients in a wide variety of foods. Data published in the Total Diet Study for 2006 – 2008 shows the mean arsenic content of bottled apple juice is 5 parts per billion (ppb) with a standard deviation of 8 ppb. Data collected for 1991 – 2005 shows the mean arsenic content of bottled apple juice is 4 ppb with a standard deviation of 8 ppb.

Further, it is inappropriate to compare juice to drinking water standards. Regulatory agencies have set lower thresholds for drinking water than for food and other beverages to account for the large quantities of water that are consumed every day, typically calculated at about 8 cups of water per day for the average adult. By comparison, the average US consumption of 100% fruit juice is just around ½ a cup (or 4 ounces) per person daily.¹

USApple supports responsible, research-based approaches for ensuring the safety of apples and apple products and maintaining consumer confidence in them.

Industry Standards to Ensure Apple Juice is Safe

All juice companies, including imported juices, must comply with the provisions of the Juice Hazard Analysis Critical Control Point (HACCP) regulation established by the FDA. Juice companies are required to evaluate their processes, ingredients and packaging and address biological, physical and chemical hazards that may occur in food processing. In addition, manufacturers must implement Good Manufacturing Practices in manufacturing, and expect their suppliers and growers to apply Good Agricultural Practices to avoid the introduction of substances during growing and harvesting. Juice processing facilities are also inspected by federal and state agencies. The juice industry routinely performs analytical testing to ensure the safety of domestic and imported ingredients and finished goods.

¹ “Fruit Juice Consumption by Country,” Global Market Information Database, published by Euromonitor.

The U.S. Apple Association (USApple) is the national trade association representing all segments of the apple industry. Members include state and regional apple associations and individual firms involved in the apple business. USApple's mission is to advocate for American apple growers and their industry partners on national issues in order to promote the profitable production and marketing of apples and apple products.

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