



The Power of Purple/Blue Fruits & Vegetables

Research shows most children, adolescents, and adults are not getting enough fruit in their diets.¹ Furthermore, the Produce for Better Health Foundation found that only 3% of Americans' fruit and vegetable intake is from the purple/blue category²—yet these fruits and vegetables contain natural plant nutrients not found in many other colors of fruits and vegetables.³

According to an analysis of data from the National Health and Nutrition Examination Survey (NHANES 1999-2002), consuming purple/blue foods, such as Concord grapes and 100% juice made with Concord grapes, may help children and adults get more of the nutrients they need each day and have overall healthier diets.⁴ In adults, consumption of purple/blue produce was associated with a reduced risk of metabolic syndrome.⁴

Role of Purple/Blue Fruits & Vegetables in Good Health

Among the specific findings were that children and adults who consumed purple/blue fruits and vegetables versus those who did not had:⁴

- Significantly higher intakes of fiber and potassium—two nutrients of concern according to the 2010 Dietary Guidelines for Americans⁵—and also of vitamin C.
- Significantly lower levels of C-reactive protein (c-RP), a marker of inflammation.
- Significantly lower intakes of added sugars.

Also, despite having greater intake of total energy, adults who ate purple/blue produce also had significantly lower waist circumference measurements and body mass index (BMI)—indicators of heart health risk^{6,7}—and lower weight and systolic blood pressure. No significant differences in weight or BMI were seen between the groups of children.

The analysis also found that the most popular purple/blue fruits and vegetables consumed were: grapes, 100% grape juice, and raisins—accounting for almost 60% of purple/blue eating occasions.

100% Juicy Goodness

Similar results were seen when analyzing data of 100% grape juice drinkers vs. non-drinkers. That analysis found that children and adults who consumed 100% grape juice versus those who did not:

- Consumed more servings of fruit, and children had lower intakes of added sugar.
- Had higher intakes of vitamin C and potassium.
- Showed no differences in total energy (calories), weight, BMI or waist size (circumference).

These findings pertaining to body weight support the majority of studies reporting no association between drinking moderate amounts of 100% juice and overweight in healthy populations.⁸⁻¹¹



According to the American Academy of Pediatrics and the *2010 Dietary Guidelines for Americans*, moderate consumption of 100% fruit juice can be part of a healthy diet.^{5,12} 100% fruit juice made with purple/blue fruit, such as Welch's 100% Grape Juice made with Concord grapes, can be a great complement to whole fruit. One 4-oz. glass counts as one serving (½ cup) of fruit, and Welch's 100% Grape Juice has no added sugar, color or flavor.

Eating a balanced diet rich in a variety of fruits and vegetables is important for maintaining overall health. It's important to remember that delicious Concord grapes and 100% grape juice are part of a nutritious diet, but they should not be used to treat health problems.

References:

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