



JUICE NEWS

What consumers need to know about *juice* safety

Have you seen this warning about juice products in our area? The Food and Drug Administration (FDA) is requiring this warning on all unpasteurized or untreated juice products as of 1998.

NOT all juices are alike:

Juices may look alike, but there is a difference between pasteurized and unpasteurized juice. When fruits and vegetables are made into fresh-squeezed juice, harmful bacteria may be on the fruit and can end up in the finished juice. These bacteria can pass to people when they drink the juice.

SOME juice and cider may make you sick

Some recent serious outbreaks of food borne illness have been linked to drinking unpasteurized juice or cider. Most people can fight off infection, but the high risk groups like children, elderly, people with significant health problems or weak immune systems, can risk serious illness if they drink juice or cider contaminated with harmful bacteria.

HOW TO SHOP:

Unpasteurized juice and cider may be found in refrigerated sections of grocery stores, or at cider mills or markets. The unpasteurized juice should have a warning on the label, or on a nearby sign. After November 1999, these products will have the warning on the label.

Pasteurized juice. The label may say it is pasteurized. It is usually found as frozen concentrate or as shelf stable, like in cans or boxes. It can also be found ready made in the refrigerated section. "Cold" pasteurized juices are now available to help make our drinks safer for consumption.

WHEN IN DOUBT:



If you cannot tell that the juice or cider you purchased is pasteurized, and you or your family member(s) belong to the high risk groups, do not use the product or bring it to 160°F or a boil to destroy harmful bacteria.

So get your 5-A-Day and enjoy your juices & cider...just use some "common food safe" sense when you do it.

For more information on food safety call 1-888-SAFE-FOOD (723-3366)

S: Jerie Reid Food Safety

WARNING!



This product has not been pasteurized and therefore may contain harmful bacteria that can cause serious illness in children, the elderly and persons with weakened immune systems.

PLEASE REMEMBER

Always wash fresh fruit & vegetables before eating.

This can also help reduce your chances of illness.