

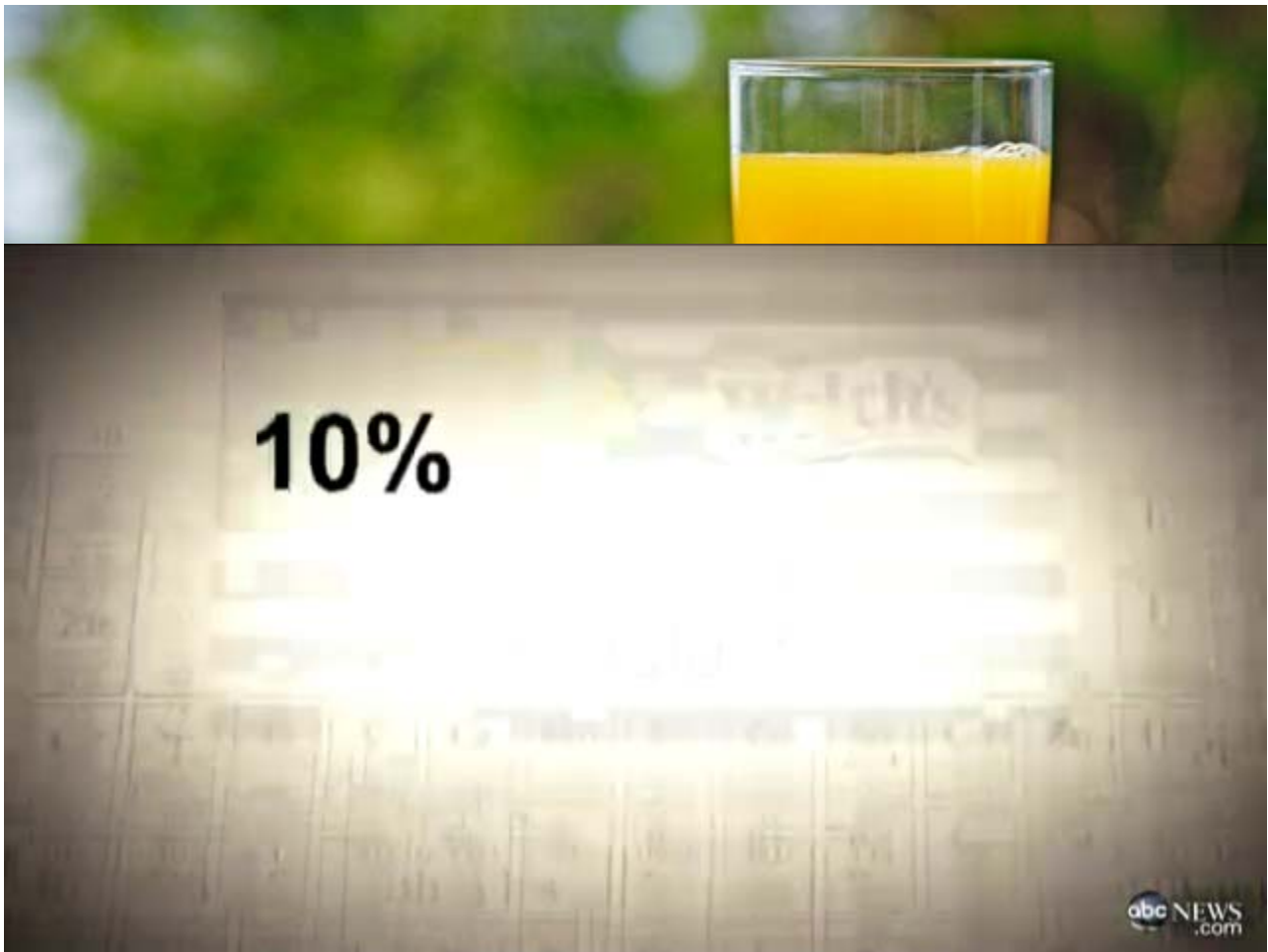
HOT TOPICS: [Tebowing](#) • [Kobe Bryant Divorce](#) • [Ne](#)

[Home](#) [Video](#) [Blogs](#) [News](#) [Politics](#) [Investigative](#) **[Health](#)** [Entertainment](#) [Money](#) [Tech](#) [World News](#)

MORE HEALTH: [Dr. Richard Besser](#) | [Cold & Flu](#) | [Alzheimer's](#) | [Diabetes](#) | [Men's Health](#) | [Women's Health](#) | [Pain Management](#)

[HOME](#) > [HEALTH](#)

Orange Juice's 'Secret Ingredient' Worries Some Health-Minded Moms



Recommend

15k

1K

Share

Email

462 Comments

Print

Single Page

Text Size - / +

Natalya Murakhver, a New York food writer and mother of an 18-month year old daughter, loved her premium brand orange juice -- the "100 percent pure" and "not from concentrate" kind that comes in the colorful carton and tastes consistently delicious.

That is, until she said she learned from her first-time moms group that there's a "secret ingredient" in all premium orange juices that companies are not required to put on their labeling.

Now, after writing Whole Foods, she refuses to buy her favorite, "365" juice, amid uncertainty about its contents.

"One of the moms said she had read about [how the juice is made] and they held it in tanks for up to a year and it pretty much lost all of its flavor and had to be reinvigorated with these flavor packs, which are essentially chemicals," said Murakhver, 40, and co-author of "They Eat What?: A Cultural Encyclopedia of Weird and Exotic Food from around the World."

For the last 30 years, the citrus industry has used flavor packs to process what the Food and Drug Administration identifies as "pasteurized" orange juice. That includes top brands such as Tropicana, Minute Maid, Simply Orange and Florida Natural, among others.

Murakhver said the addition of the flavor packs long after orange juice is stored actually makes those premium juices more like a concentrate, and consumers need to know that.

Experts estimate two-thirds of all Americans drink Florida orange juice for breakfast, and companies spend millions on their marketing campaigns touting its health benefits.



Getty Images

A fresh glass of orange juice and oranges are... [View Full Size](#)

The "not from concentrate" brands appeared on store shelves sometime in the 1980s to differentiate them from frozen juice and other bottled concentrates. Despite its high price tag -- now up to \$4 a carton -- sales of the premium brands have soared.

But those juices don't just jump from the grove to the breakfast table.



Arsenic Found in Apple Juice [Watch Video](#)



Arsenic in Apple Juice Fears Raised by Study [Watch Video](#)

5 Foods to never eat

Cut down a bit of stomach fat every day by never eating these 5 foods

Truthaboutabs.com

After oranges are picked, they are shipped off to be processed. They are squeezed and pasteurized and, if they are not bound for frozen concentrate, are kept in aseptic storage, which involves stripping the juice of oxygen in a process called "deaeration," and kept in million-gallon tanks for up to a year.

Before packaging and shipping, the juice is then jazzed up with an added flavor pack, gleaned from orange byproducts such as the peel and pulp, to compensate for the loss of taste and aroma during the heating process.

Different brands use different flavor packs to give their product its unique and always consistent taste. Minute Maid, for example, has a distinctive candy-sweet flavor.

Kristen Gunter, executive director of the [Florida Citrus Processors Association](#), confirmed that juices are blended and stored and that flavor packs are added to pasteurized juice before shipping to stores.

Flavor packs are created from the volatile compounds that escape from the orange during the pasteurization step.

But, she said, "It's not made in a lab or made in a chemical process, but comes through the physical process of boiling and capturing the [orange essence]."

The pasteurization process not only makes the food safe, but stabilizes the juice, which in its fresh state separates. Adding the flavor packs ensures a consistent flavor.

The United States Department of Agriculture (USDA) grades the quality of the juice based on color, flavor and defects.

"To get grade A, we have to blend it," she said. "Because oranges and their growing seasons vary, both the Valencia -- 'king of the oranges' -- and its lesser cousin, the Hamlin, are combined in the process.

"A processor is faced with harvesting the crop and giving the consumer some sense of what [he or she] might be getting," she said. "You buy branded orange juice, you kind of want it to taste, generally, the same. That expectation is met by blending different varieties and, in order to blend, storage is involved."

[Follow](#) on Twitter, become a fan on [Facebook](#) | [Like](#) < 362k

[1](#) | [2](#) [NEXT PAGE](#)

MORE FROM ABC NEWS

[Arsenic in Juice: Study Prompts Action](#)

[Chef's Table Recipe: Fresh Fruit Charlotte](#)

[Consumers eating higher food costs](#)

[Arsenic Found in Apple Juice](#)

[Arsenic in Apple Juice Fears Raised by Study](#)

[More Video »](#)

FROM AROUND THE WEB

[Worried About Your Memory? 5 Signs It's Serious](#) (*Caring.com*)

[10 Signs You May Be in an Emotionally Abusive Relationship](#) (*HeathCentral.com*)

[Lobster Lovers Unite!](#) (*The Daily Meal*)

[13 Things the Funeral Director Won't Tell You](#) (*Reader's Digest*)

[7 Moves to Lift Your Mood](#) (*Lifescrypt.com*)

[\[What's This?\]](#)

Blowout Salt Free Water

Save Big on Salt Free Water Conditioners 800 608-8792
www.uswatersystems.com

Now: Orange Juice -63%

Find Orange Juice at bargain prices and save up to 63% on Orange Juice
www.Orange-Juice.best-deal.com

Top 5 CD Accounts

Get the highest rates on CDs
www.RateCatcher.com/Top-5-CD-Rates/

[Recommend](#) < 15k | [Email](#) | [Print](#) | [Share](#)

Comment & Contribute

Do you have more information about this topic? If so, please [click here](#) to contact the editors of ABC News.

[View All Comments \(462\)](#)

POST YOUR COMMENT

Kmagcla
4:05 PM EST
Dec 17, 2011

I think people worry too much. These "flavor packets" are nothing more than grated orange peel (some call it orange "essence") which adds an intense orange flavor. You can do it at home by grating only the orange part of the peel, and add it to recipes like orange chicken for flavor and color. It is harmless, and in fact, good for you! If you simply must worry about what you and your kids are eating, try walking through a meat processing plant. You would be aghast to know what goes into your kids hot dogs!

nufsed2012
4:04 PM EST
Dec 17, 2011

... and SoyLent Green is made of PEOPLE! Seriously. If this woman chooses to deprive herself of brand-name orange juice, that's her business. Without technological advances in food/beverage production such as this, most people reading this article would have died by now. As to the side discussion concerning arsenic - the levels required to present a health hazard are astronomically higher than anything a human body could accumulate, even after drinking apple juice 24/7 for 50 years. (oh, and fresh, ripe apples are a great source of formaldehyde, too!)

jeffuher
4:03 PM EST
Dec 17, 2011

It's amazing how 'educated' the public is according to so many people. I grew up around large farms that dealt with canning plants every year. I was educated as to how food is handled so that there is year around purchasing convenience. This kind of article makes me laugh. Hope she checked out how they store citrus fruit for long periods - such as lemons and limes - under water for months since it won't rot this way. Do it in your own house, get a jar or other container place some lemons in it, cover with water and put back in the refrigerator to store and use as needed. They stay fresh and nice for 3, 4 or more months. Got news for the STUPID consumer who doesn't know how fruits and vegetables grow and are harvested. Oranges don't get ripe on specific days over the course of the year so that juice can be squeezed and shipped to you every day or two! They ripen within about 2 weeks of each other in the entire region they are growing and are harvested and processed into their respective products within this period. The same is true of most fruits and vegetables and when you live around areas of production and work in the industry you learn this! I would recommend these "frightened" people go and actually learn how food is grown, harvested and preserved for use. There are 'food' products that need awareness, in

juices be worried about the can of Hawaiian Punch or Hi-C where it might only be 5% or 10% juice with the rest added sugar, flavorings, preservatives, etc. Or Lemonade at your favorite restaurant drawn on the soda taps that contains 0% juice! Get a REAL story to talk about!

[View All Comments \(462\)](#)

Today in ABC News



[Attorney Puts Defendant's Twin at Defense Table](#)



[Man Falls Asleep in Dumpster](#)



[Man Fights for Paternal R](#)



External links are provided for reference purposes. ABC News is not responsible for the content of external Internet sites. Copyright © 2011 ABC News Internet Ventures.

[BACK TO TOP](#)

Sections

- [News](#)
- [Politics](#)
- [Investigative](#)
- [Health](#)
- [Entertainment](#)
- [Money](#)
- [Technology](#)
- [Travel](#)
- [Recipes](#)
- [Behind the Scenes](#)
- [News Topics](#)

Shows

- [Good Morning America](#) [iP:](#)
- [World News with Diane Sawyer](#) [Mc](#)
- [Nightline](#) [Re](#)
- [This Week with Christiane Amanpour](#) [Sig](#)
- [20/20](#) [Fa](#)
- [Primetime](#) [Tv](#)
- [What Would You Do?](#) [Bl](#)
- [ABC News Now](#) [Er](#)
- [ABC.com](#) [Me](#)
- [ABC.com](#) [RS](#)