SUPERFOODS

Introduction
A superfood is a nutrient-rich food considered to be especially beneficial for health and well-being. There is no scientific definition for superfood, making the term purely subjective. Superfoods are often determined by health magazines and so-called health experts as a way to promote themselves or their products. Superfoods are similar to diets in the way that some of them burst into popularity very quickly, only to be revealed as non-beneficial later on. There are some ‘superfoods’ however that are tested and found to be unusually healthy. It takes a clever person to tell apart real superfoods and fake, pseudo foods marketed for money.

What Are Superfoods?
Superfoods can be anything that is edible. Often they are rare and obscure foods that most people wouldn’t think to eat, but sometimes they are regular, everyday foods that are nutritiously dense and healthy. Superfoods are most commonly fruits, legumes and vegetables, but there have been some nuts and fish described as ‘superfoods’. Credible sources have listed the following foods as superfoods: Dark green vegetables (spinach, kale, broccoli, Brussel’s sprouts, collard greens and Swiss chard), citrus fruits (lemons, limes, oranges and mandarins), fatty fish (salmon, mackerel and sardines), sweet potatoes, legumes (peanuts, lentils and beans), and whole grains as a group, e.g. grain breads.

What Makes A Food Super?
Looking at the credible lists of superfoods, we can see that they all share some things in common. All superfoods are full of nutrients and roughage. All superfoods break down slowly in the body, which gives the consumer long periods of energy after they eat the foods. This slow breaking down of the carbohydrates come from the roughage in the food, and is essential for maintaining fitness, great health and low weight, especially for older people whose metabolism has reduced. All the superfoods in the list have low amounts of glucose and sucrose, both of which are commonly found in sugary drinks and sweets. All the superfoods mentioned in the previous paragraph can be combined to form a sustainable, healthy diet that will eliminate weight gain, cravings and fatigue. Superfoods need to be particularly dense in nutrients to provide all these benefits. The picture to the left shows bowls of alleged superfoods, including blueberries, kale, kiwi fruits, oranges, broccoli, apples,
pulses, nuts and much more.

**Superfood Scams**

Dietitians and health experts rarely use the term superfoods for a very good reason; so many superfoods that are marketed turn out to be fake. An example of a marketing scam is the picture to the right, a bottle of chlorophyll, a chemical found in plants that is used for photosynthesis. Studies have found that chlorophyll has no positive effects on humans. Many food companies use superfoods on their label to attract consumer attention. Because there is no scientific definition, brands are allowed to use ‘superfood’ to describe their product even if there is no evidence supporting it. For this reason customers should be wary and not purchase something just because it has superfood on the label. Another example of a superfood scam is the blueberry. These berries were said to be extremely nutritionally dense and great for health and well-being, but studies have found that blueberries are not unusually dense in nutrient, and are as healthy as most other healthy fruits. This being said, blueberries are still a far healthier option than junk food, and should remain as part of a balanced diet.

**Conclusion**

In conclusion, superfoods are foods that are considered to be extremely healthy and sometimes even the cure for bodily issues such as constipation, diarrhoea, irritable bowel syndrome, fatigue or headaches. There is no scientific definition, allowing food brands to freely use the term in anything they make. Many superfoods are just regular healthy foods, and should not be bought just for the sake of the tag ‘superfood’. Shoppers should make sure to not pay too much for a scam superfood, but should maintain a healthy diet full of fruits and vegetables, because compared to junk food, all fruits and veggies are superfoods.