Consumer Awareness Guide To Buying Organic Superfoods

7 facts you must know before spending money on Superfoods
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What You Need To Know Before Buying Organic Superfoods

Perhaps you’ve heard about the innumerable benefits of organic superfoods and are considering incorporating them into your daily diet? These days there is such a vast amount of confusing, and at times conflicting, information on superfoods, that it can be difficult to know where to start. That’s why it’s so important to arm yourself with the facts, before you begin your new, healthier lifestyle.

And the reasons for doing so are becoming increasingly persuasive. We might normally associate malnutrition with starving children in the developing world, however the National Diet and Nutrition Surveys (NDNS) conducted by the UK Government over the last few decades, suggest that the problem is much closer to home. Their surveys reveal that our intake of several vitamins and minerals are below recommended levels, putting significant numbers of British adults and children at risk. The government found for example, that over 90% of UK women had an iron intake below RNI (recommended nutritional intake) and some 50% of men had a vitamin A intake, below the RNI.

This book provides a fascinating insight into the rapidly deteriorating quality of our food, which is contributing to this worrying trend. It also reveals how some food products are being actively promoted as ‘healthy’ or ‘organic’, when in reality they are anything but. It introduces you to the benefits of incorporating rawfoods and organic superfoods into your diet and will empower you to make some simple, yet effective changes in your eating habits. You’ll discover how to enjoy improved health and vitality, without having to totally alter the way you eat, or spend hours slaving in the kitchen. And you'll learn how to obtain more energy and acquire a fitter, leaner body, without compromising on great food.
The 7 facts that you need to be aware of before buying organic superfoods and which are covered in this book are:

1. There has been a dramatic and steady decline in the quality of our food (chapter 1)

2. Many so-called ‘healthy’ food products are not good for us at all (chapter 1)

3. There is a growing "rawfood" trend (chapter 2)

4. There are 9 key superfood categories (chapter 2)

5. There are 4 common nutrient deficiencies (chapter 3)

6. An "Organic" label doesn’t guarantee that a product is 100% organic (chapter 4)

7. There are 15 great superfoods for beginners (chapter 5)
1) Are You Sure That The Foods You’re Eating Right Now Are Healthy?

If we to stop and examine what we eat on a daily basis, two common themes become immediately apparent, both of which pose a grave threat to our health. The first is that the quality of our food is in rapid decline. Indeed, its nutrient value has actually plummeted by an average of 30 to 60 percent in the last fifty years. Secondly, we are being progressively exposed to an array of unhealthy food products, which openly masquerade as quite the reverse.

If you want to prevent disease, stay healthy, procure sufficient energy to face the day, enjoy beautiful hair and skin or even lose weight, you need to be fully aware of these issues.

i) The dramatic decline in the quality of our food

In addition to a well documented rise in the popularity of processed ‘fast foods’, which contain high volumes of saturated fats, bad sugars and artificial colourings, flavourings and preservatives, there has also been a dramatic reduction in the quality of our fresh food products in recent decades. These days, many fruits, vegetables, meat, fish and dairy products contain significantly fewer vitamins, minerals and other valuable nutrients, than they did say 50 years ago.

A comprehensive study conducted by the UK Medical Research Council, based on data supplied by the Ministry of Agriculture, Fisheries and Foods and the Royal Society of Chemistry, reveals some alarming trends. Their research, which compared the mineral content of a large variety of vegetables, fruit, meat and dairy products, confirmed that there has been a marked depletion of minerals in our food over the last half century. For example, vegetables now contain 49% less sodium, 16% less potassium, 24% less magnesium, 46% less calcium, 27% less iron and 76% less copper than they did fifty years ago. Spinach, revered for its high iron content and famous for nourishing Popeye on his adventures, contained 60% less iron in 2002, than it did in 1940. And if we were to receive the same amount of copper from our tomatoes, then we would need to consume ten times more of them than we did fifty years ago. For fruits, meat and dairy products the pattern is the same. This is particularly worrying when so many of us are making a conscious decision to eat more fresh fruit and vegetables, precisely because they’re supposed to be such a valuable source of nutrients.

There are a number of reasons for the sudden mineral depletion of some of our favourite foods. Firstly our fresh produce is suffering from the so-called ‘dilution effect’, caused by modern farming techniques. The use of fertilisers and irrigation on an industrial scale might produce larger and more affordable crops, but this careless practice also demonstrably erodes the valuable mineral content of the end product. Potash, a commonly used potassium
fertiliser for example, reduces the amount of both magnesium and calcium that can be absorbed by plants. And according to US agricultural expert Charles Benbrook, nitrogen-based fertilisers might make crops grow faster, but the fruits that they produce suffer significantly in nutritional quality.

Another factor that is contributing to the deterioration of our natural larder, is genetic dilution. Plant breeders are continually developing new strains of fruits and vegetables, often with the sole aim of producing a higher yield and with absolutely no focus on the nutritional content. Additionally, by using large quantities of pesticides, herbicides, fungicides, hormones, heavy metals, and antibiotics, we are subjecting our environment to a heavy toxic load which not only results in a rapid soil degradation, it also contaminates our once pure food.

ii) The baffling selection of ‘Healthy’ and ‘Light’ choices

These days our supermarkets shelves are overflowing with a seemingly infinite variety of food products which are marketed as a ‘healthy’ option or a ‘light’ choice. However, closer inspection often reveals quite the opposite. Many are crammed with artificial additives, chemicals in other words, which have been added to improve either the product’s shelf-life, appearance or flavour. Many alleged health foods are packed with artificial flavourings such as yeast extract (MSG) and bad sugar substitutes (including high fructose corn syrup and corn starch), or artificial sweeteners (such as aspartame), which are known to have a detrimental effect on our health. In her book, The Doctor’s Complete Guide to Vitamins and Minerals, Dr. Mary D. Eades states that aspartame is the trigger for migraines in around 10 percent of patients, whilst a University of Florida study by Jean Carper reports that aspartame increased migraine frequency and intensity in more than 50 percent of migraine patients.

Even the popular breakfast cereals and cruesli bars that saturate the market, are brimming with nasty additives and refined sugars. Many of our favourite fruit drinks and ready-made smoothies, which might appear to be a healthy option upon first glance, in reality contain exorbitantly high quantities of bad sugars and very little actual fruit. Acai drinks, currently all the rage thanks to clever advertising campaigns
promoting the berry’s long list of beneficial ingredients, are a classic example of this. The cheap, inferior Acai drinks currently flooding our shops and supermarkets often contain just 1% fruit, are heavily diluted and packed instead with bad sugars (as opposed to the good sugars we’ll explore later in this book). This makes the optimistic claims on their misleading labels highly questionable.

The impact on our health

The increasing consumption of processed ‘fast foods’ combined with the mineral depletion in our fresh food products, is having a direct impact on our health. Scientists have linked food additives to an entire range of health conditions including hyperactivity in children (the Lancet study in 2007 proved additives can adversely affect the behaviour of children), allergies such as asthma and eczema, migraines and even cancer. The Health Survey for England (HSE) shockingly reveals that in 2010, 62.8% of adults over 16 years of age and 30.3% of our children, are either overweight or clinically obese. And obesity has a significant, knock-on effect on our overall health and wellbeing. There are currently 2.3 million diabetes sufferers in the UK and there has been a threefold increase in the number of childhood diabetes cases in the last 30 years. And according to Cancer Research UK, the incidence rates for all cancers has increased demonstrably for every age group since the mid-1970’s.

Faced with these grim statistics, it’s hardly surprising that more and more of us want to regain control of what goes into our bodies and are switching to organic superfoods.
2) The Rawfood and Superfood Trend – What Is It Exactly and Could It Be Something For Me?

‘You are what you eat’ might be a well worn saying, yet it has never been more relevant. We’ve already seen that the quality of our food is not what it once was and that an increase in processed, fast foods is affecting our health. Hippocrates said, ‘let food be thy medicine and let thy medicine be food’. We’re going to show you how to put his sound advice into practice.

Changing your relationship to food is one of the single most important steps you can take on the road to enhanced health and mental wellbeing, although you needn’t change your eating habits dramatically in order to benefit from welcome improvements. In fact, by incorporating just one organic superfood into your existing diet, you’ll be able to enjoy a very real and significant health boost. Before implementing any changes however, lets first take a more detailed look at rawfoods and superfoods and the philosophies underpinning them.

**Rawfoods**

A rawfood is essentially a food in its natural state. Rawfoods are living, uncooked, unprocessed and often organic, such as raw fruits, vegetables, nuts, seeds, eggs, fish, meat, and non-pasteurised/non-homogenised dairy products including raw milk, raw milk cheese, and raw milk yogurt. Rawfoods are ‘live’, which means that they have an innate life force all of their own. They give us a zest for life and provide a powerful feeling of vitality. And as part of a balanced diet and a healthy lifestyle, they can offer a myriad of health benefits. You should be aware however, that whilst many rawfoods contain valuable enzymes and minerals, eating them in isolation can lead to serious deficiencies in certain nutrients (a topic that will we address in chapter 3). This is partly due to the steady depletion of minerals in our fresh food products discussed in Chapter 1, and because rawfoods don’t necessarily have a high nutritional content by default.
Superfoods

Organic superfoods are pure, ancient foods, created by the force of nature. They are found in some of the finest, most remote and untouched corners of our planet, where they have been harnessed for centuries by local inhabitants. And their myriad of powerful properties are finally being recognised by the western world, whose scientists have confirmed a range of beneficial effects such as longevity, on indigenous populations. As well as being an incredibly delicious addition to any balanced diet, organic superfoods can offer an almost limitless selection of health benefits including a strengthened immune system, increased energy levels, libido and athletic performance, enhanced mental clarity and focus, improved physical and emotional balance and a heightened sense of spiritual connection. They are also an effective aid in weight loss, can delay the signs of aging and may prevent or offer relief from the symptoms of a variety of modern diseases. Unlike rawfoods, organic superfoods do all have an exceptionally high nutritional value and are densely packed with antioxidants, vitamins and minerals. Superfoods are by definition, low in calories and rich in nutrients, making them an excellent choice for those wishing to pursue a healthier lifestyle. Superfoods are broken down into the following main categories which will:

1. Cacao Products
2. (Sea) Algae
3. Dried Roots, Grasses and Vegetables
4. Dried Berries and Fruit
5. Vegetable Fats
6. Nuts and Seeds
7. Bee Products* (including bee pollen, royal jelly, raw honey and bee propolis etc.)
8. Medicinal Mushrooms & Super Herbs* (Including chaga, reishi, maitake, lion's mane, coriolus, agaricus, cordyceps, astragalus and ho shou wu etc.)
9. Other Superfoods* (including colostrum, colloidal silver, fulvic acid, vitamin D3, B-vitamins and raw organic protein powders etc.)

* Please note that the last three categories will be covered in more detail in a later publication

The great thing about superfoods is their flexibility - you don’t have to switch to an exclusively superfood ‘diet’ or cut out other foods that you enjoy, in order to reap their benefits. In chapter 5 we’ll gently introduce 15 organic superfoods that are ideal for beginners. This will help you identify which superfoods best match your own, personal goals and thus achieve optimum results. So, regardless of whether you want to lose weight, improve your
overall physical fitness, strengthen your immunity, or simply enjoy a more balanced diet that addresses any current deficiencies, you'll be able to tailor the perfect range of organic superfoods for you.
3) Four Common Nutrient Deficiencies That Can Damage Your Health

As mentioned in chapter 2, there are many advantages to rawfoods, however, eating them in isolation can have worrying consequences. That’s why rawfood fans, vegans and vegetarians often need to take extra special care to ensure that their diet provides both sufficient energy and all of the essential fatty acids, essential amino acids, vitamins and minerals that their body needs. Studies have consistently shown, that you are at more risk of the nutrient deficiencies outlined below, if you don’t complement your rawfood or vegan diet with organic superfoods.

What deficiencies should I look out for?

If you are pursuing a rawfood, vegan or vegetarian diet, then you must understand which nutrients you may be lacking and the implications of this on your overall health and wellbeing.

Vitamins

Research indicates that vegans and rawfood enthusiasts are most at risk of developing a vitamin B deficiency, and in particular B12 and B9. Vitamin B12, which can only be obtained from animal protein, plays an integral role in brain and nervous system function, as well as the formation of red blood cells. As your body is able to store vitamin B12, you may not notice the signs of a vitamin B12 deficiency immediately after switching to a raw food or vegan diet. However, if it isn’t addressed quickly, a lack of vitamin B12 may cause a whole host of symptoms such as fatigue, depression, poor memory and can lead to permanent nervous tissue damage, anaemia, mania, psychosis and even Alzheimer’s. Studies conducted in 2008 by University of Oxford emeritus professor of pharmacology, David Smith, indicated that low levels of vitamin B12 were directly linked to brain shrinkage. The same research team also concluded via a set of clinical trials, that those taking Vitamin B12 supplements experienced less brain shrinkage than those who did not. Researchers at Rush University Medical Center in Chicago discovered that elderly people with a vitamin B12 deficiency tended to have smaller brains and suffer from poorer thinking, reasoning and memory function.

Vitamin B9 (or folic acid as it is also known) is vital for the synthesis of nucleic acid, including DNA and RNA. It is important for cell division and growth, healthy red blood cells and particularly crucial for pregnant women, because it
can prevent birth defects of the brain and spine. A study by Dutch researcher at the Wageningen University in the Netherlands, Dr. Jane Durga, also demonstrated that taking vitamin B9 supplements can enhance both brain processing speed and memory. As our bodies are unable to store folic acid, we must obtain it on a daily basis from our food. A lack of vitamin B9 may cause anaemia, premature birth, birth defects, stress related disorders and certain types of cancer including gastric, colorectal, breast and prostate cancer.

Protein

Protein is known as the ‘building block of life’ and our bodies require it to both build and repair itself and to make essential hormones and enzymes. It is formed from amino acids, some of which we make ourselves (non-essential amino acids) and some of which we have to obtain from our food (essential amino acids). The amount of protein that you need differs greatly from person to person and depends on a number of factors, such as how often you exercise. Those on a strict vegan or rawfood diet may slowly start to use up their body’s protein reserves. The problem is, that this won’t always be immediately evident because the process can take several weeks or months. The early warning signs of a protein deficiency include weight loss, reduced muscle mass and a thinning of the hair. If left unchecked, it can lead to other health complications such as oedema, skin rashes, lethargy, muscle cramps, delayed healing of wounds, bedsores and skin ulcers, insomnia, headaches, nausea, stomach pain, anxiety and depression. An acute deficiency may ultimately lead to gallstones, arthritis, heart problems, organ failure and even death.

Omega-3 Fatty Acids

Omega-3 Fatty acids are important for our all round health and cognitive (brain memory and performance) and behavioural function. Population studies have also indicated that omega-3 fatty acids can protect against strokes caused by either a build up of plaque or blood clots in the arteries leading to our brain. As our bodies are unable to manufacture omega-3, we must secure it from our daily diet. It is also important to receive omega-3 in the correct ratio, as a healthy balance between omega-3 and omega-6 fatty acids is known to prevent heart disease. Rawfood fanatics and vegans often experience a deficiency in this essential fatty acid, which can manifest in a variety of symptoms including fatigue, poor memory, mood swings, depression, dry skin, poor circulation and heart problems. If ignored, this may ultimately lead to a range of chronic ailments including heart disease, cancer, arthritis and diabetes.

Iron

A lack of iron is one of the most common nutritional deficiencies and not only for rawfood enthusiasts and vegans. Iron performs several crucial functions within our body, including the manufacture of DNA and haemoglobin (the protein in your blood that carries oxygen around the body).
and an enzyme called cytochrome oxidase (which actively destroys the body’s toxins). It also provides immunity from infections caused by bacteria and viruses and plays an important role in the transmission of nerve signals. In addition, we need iron to produce protein, which as we already know, is the very building block of life. If your body lacks iron you may begin to suffer from anaemia, the symptoms of which include fatigue, dizziness, pale skin, hair loss, irritability, lack of energy, brittle nails, impaired immunity and restless leg syndrome.

**How can I prevent nutrient deficiencies?**

If you take care to enjoy a varied and balanced diet, you will be able to prevent the type of nutrient deficiencies listed above, even if you are a strict rawfood fan, vegan or vegetarian. In chapter 5 we outline 15 organic superfoods that are a perfect complement to a rawfood, vegan or vegetarian diet, as they supply all of the vitamins, minerals, essential fatty acids and proteins that you might be missing. But first we’re going to explore what we mean by the term ‘organic’.
4) What Does ‘Organic’ Mean and Is It Really Worth the Money?

Today, more than ever, we are insisting on food that is healthy, ethical and environmentally friendly. Consequently, the demand for organic food is growing at an unprecedented rate. Despite the severe economic downturn, global sales of organic produce increased by a massive 8.8% in 2010. And consumers are willing to pay up to one third more for organic products. Yet organic foods are no longer the preserve of the wealthy - they have gone mainstream and our supermarket shelves are literally overflowing with them. This has resulted in a some confusion over the labelling of organic produce and what the term ‘organic’ actually means.

What Is Organic Food and why should I choose it?

Organic food is more than just a label – it is a food that avoids artificial fertilisers, herbicides, growth regulators and livestock feed additives, uses only sustainable farming methods (to ensure the long term fertility of our soil), avoids depleting our precious natural resources and makes animal welfare a number one priority. The evidence is growing in support of organic produce being more healthy too. For example, a four year research programme by Professor Carlo Leifert at Newcastle University and the largest study to date, the ‘Quality Low Input Food Project’, found that organic fruits and vegetables contained up to 40 percent more antioxidants and considerably higher levels of beneficial minerals such as zinc. Not surprisingly, organic food generally tastes better too.

The confusion surrounding Organic Food

In the UK, a product may be called ‘organic’ when 95% or more of its ingredients are organic, as described above. If between 70% and 95% of the ingredients are organic, then whilst the term ‘organic’ may not be used in the product title, it can still be mentioned in the ingredients. It is only when a product contains less than 70% of organic ingredients, that the term ‘organic’ is not permitted anywhere on the packaging. That means that up to 5% of the ingredients in a certified organic product might not actually be organic. To make matters worse, there is no guarantee that organic food is entirely pesticide-free, as some non-synthetic pesticides, including Bt (a bacterial toxin), pyrethrum and rotenone, are allowed in organic products.

There has been a much publicised debate on organic goji berries in recent months. Goji berries are a powerful natural superfood, packed with antioxidants, vitamins and nutrients. Eating organic goji berries can help strengthen your immune system, protect your liver and heighten libido, which is perhaps why they have become so popular. However, many of the so-called ‘organic’ goji berries currently available in our shops and supermarkets,
don’t meet the organic standards outlined above. Indeed, many goji berries originate from China, where there are often no controls in place to ensure that producers meet the standards of organic certification organisations.

*Look for the Organic Farmers & Growers Label!*

To guarantee that you are eating only genuine ‘organic’ produce, then look for the ‘Organic Farmers & Growers Label’ (OF&G). This is the leading (and government approved), organic control body in the UK and they are rigorous in enforcing their strict standards, giving you complete peace of mind. They ensure that their organic farmers don’t use herbicides, and instead rely on crop rotation, well-timed cultivation, hand or mechanical weeding and the careful selection of crop varieties. They also make certain that their certified organic products contain only a limited list of carefully selected pesticides, approved for use in organic farming, and only when there are absolutely no other alternatives. And whilst the EU has revised their organic regulations to allow food containing up to 0.9% Genetically Modified (GM) produce to be sold as ‘organic’, the Organic Farmers & Growers impose a far lower level of just 0.1% (the lowest detectable level scientifically possible) and is applying this standard with all their licensees.
5) 15 Superfoods for Beginners

In chapter 2 we briefly introduced 9 superfood categories. In this chapter we will cover the first 6 of these in more detail and identify a total of 15 superfoods for beginners, accompanied by an utterly delicious recipe for you, your family and every cell in your entire body to enjoy!

The categories and the corresponding superfoods are:

1. **Cacao Products**
   - Cacao powder

2. **(Sea) Algae**
   - Spirulina powder
   - Marine phytoplankton

3. **Dried Roots, Grasses and Vegetables**
   - Wheatgrass powder
   - Maca Powder
   - Brazilian ginseng powder

4. **Dried Berries and Fruit**
   - Lucuma powder
   - Goji berries
   - Mulberries
   - Incan berries
   - Acai powder
   - Baobab powder

5. **Vegetable Fats**
   - Coconut Oil

6. **Nuts and Seeds**
   - Chia seeds
   - Hemp seeds

*Please note that 7. (Bee Products), 8. (Medicinal Mushrooms & Super Herbs) and 9. (Other Superfoods) will be covered in a later publication*

**Cacao Products** (*category includes additional superfoods such as cacao butter, cacao nibs, cacao butter, cacao beans and cacao liquor*)

1. **Raw Organic Cacao Powder**

   **Summary**
   An extremely powerful, energy rich superfood, traditionally used in Chinese and Ayurvedic medicine. Raw cacao contains no sugar or milk and almost no
caffeine, and is known to aid weight loss, boost energy, improve mood and concentration and heighten libido.

Packed with beneficial antioxidants, vitamins (especially vitamin C), minerals (iron, chromium, anandamide, theobromine, manganese, zinc, copper) fibre, essential fatty acids (omega-6 fatty acids), tryptophan, serotonin, PEA orphenylethylamine (the 'love drug') and more.

**Recommended Use**
Mix raw cacao powder into your favourite smoothies, nut milks and juices or use to prepare an indulgent dessert with a rich, chocolate flavour.

**Recipe Idea: Incredibly Healthy Snickers-Style Chocolate Bar**
A delicious chocolate bar, crammed with pure, natural superfoods for an extra special treat.

**Ingredients:**
25 ml of organic extra virgin coconut oil  
1.5 tablespoons of cacao powder  
Lucuma powder (to taste)  
A handful each of organic goji berries, organic raisins and sunflower seeds  
Organic peanut butter

**Preparation:**
First mix the organic coconut oil together with the raw cacao powder until you have a lovely, smooth paste. Then, according to how bitter or sweet you prefer your chocolate, add some lucuma powder to taste. Stir once more and add a few handfuls of organic fruit and nuts of your choice - we recommend organic goji berries, organic raisins and sunflower seeds, as they provide the perfect texture and taste combination, but you can experiment with others. Next, spoon some of the chocolate mix into individual cake cases, add a generous layer of organic peanut butter and cover with yet more of the chocolate mix. Finally place your Incredibly Healthy Snickers-Style Chocolate into the freezer and leave for 1 hour before serving. Enjoy!
(Sea) Algae (*category includes additional superfoods such as chlorella)

2. Raw Spirulina Powder

Summary
Prepared from fresh water algae, raw spirulina powder is packed with beneficial nutrients which strengthen the immune system, reduce the risk of allergies and provide energy, vitality and balance. In addition, spirulina is one of the alkalising superfoods which helps regulate acidity levels and support renal function.

Rich in chlorophyll, protein (contains more bio available protein gram for gram than meat, fish, eggs, cheese), vitamins (A, B1, B2, B6 and K), essential minerals, trace minerals, essential fatty acids, nucleic acids (RNA and DNA), polysaccharides and a wide range of antioxidants.

Recommended Use
Mix into your favourite smoothies, shakes and juices.

Recipe Idea: Sensational Spirulina Guacamole

Ingredients

1 teaspoon of raw spirulina powder
2 avocados
Cayenne pepper
2 medium sized tomatoes
2 crushed garlic cloves
1 tablespoon of finely chopped onion
Fresh lime juice to taste
Himalaya salt to taste

Preparation
Mash the avocado in a bowl and add the remaining ingredients. Mix until a lovely, smooth guacamole forms and serve with your favourite raw vegetables.

3. Raw Marine Phytoplankton

Summary
Raw marine phytoplankton is a saltwater algae that boasts powerful anti-viral, anti-inflammatory, anti-bacterial and anti-fungal properties. 100% digestible and bio available it can provide a rapid boost of energy and demonstrably improve physical performance. Marine phytoplankton can also be used as an effective detox, to alkalise the body, strengthen the immune system, promote healthy digestion and aid with weight loss.

Rich in protein, chlorophyll, vitamins (A, B1, B2, B3, B5, B6, B12, C and D), minerals, antioxidants, trace elements, polysaccharides, nucleotides, 9 essential amino acids, fatty acids (omega-3 and omega-6), sulphur, DNA and RNA.
Recommended Use
Marine phytoplankton usually comes in drops, which can be applied directly beneath the tongue, so that all of the valuable nutrients are absorbed quickly into the body.

Recipe Idea: Marvellous Marine Phytoplankton Dressing

Ingredients

- 1 cup of cashew nuts
- 3 drops of raw marine phytoplankton
- 1 cup of water
- 2 tablespoons of fresh lemon juice
- ¼ cup of chopped parsley
- ¼ cup of chopped coriander
- 1 clove of garlic
- 1 spring onion
- 1 tablespoon of freshly chopped ginger
- ½ teaspoon of raw organic lucuma powder
- 1/8 teaspoon of chilli powder
- ½ teaspoon of Himalayan salt

Preparation

Add half of the water and the rest of the ingredients to a blender. Start to blend and then add the remaining water. Continue to blend until you have the consistency of a standard salad dressing. Pour liberally over rawfood salads.

Dried Roots, Grasses and Vegetables (*category includes additional superfoods such as dried green leafy vegetables in powder form)

4. Raw Organic Wheatgrass Powder

Summary
Wheatgrass powder is one of the most potent, convenient and cost effective ways to obtain your 5+ daily servings of vegetables. Packed with all the vitamins, minerals, trace elements, enzymes, fibre and nutrients necessary for both a balanced diet and a healthy bowel function. Adding wheatgrass to your diet can also strengthen your immune system and prevent premature aging.

Rich in fibre, protein, vitamins, minerals (including iron, calcium and potassium), trace elements (such as zinc, magnesium and selenium) and antioxidants.
**Recommended Use**
Mix into your favourite shakes, smoothies, juices (try carrot or citrus juice), salads, lunch dishes and other meals of your choice. Also perfect when combined with other superfoods.

**Recipe Idea: Green Grass Tea**

**Ingredients**
1 cup of water
1 and a ¼ teaspoons of wheatgrass powder
1-2 teaspoons of raw organic honey

**Preparation**
For a deliciously healthy green tea, simply mix the organic wheatgrass powder and honey together in a cup, and add boiling water.

5. Raw Maca Powder

**Summary**
Maca is an extremely nutritious tuber crop from Peru, where it is known as the 'aphrodisiac of the Andes'. A powerful adaptogen, it balances hormones, increases libido, improves fertility, boosts energy, strengthens the immune system and can significantly reduce stress. It also provides welcome relief from a variety of ailments including anaemia, chronic fatigue, depression, infertility, malnutrition, symptoms of the menopause, menstrual discomfort, aches and pains, poor memory, stomach cancer, mental stress and the tension caused by tuberculosis.

Rich in vitamins (B1, B2, C, E), minerals and trace elements (including calcium, potassium, magnesium, sodium, zinc, copper, selenium, manganese, tin, iodine, phosphorus, sulphur, silicon and bismuth), complex alkaloids fatty acids and sterols (organic molecules).

**Recommended Use**
Raw maca powder is simply made for stirring into smoothies, lassis, nut milk and juices. It's particularly tasty when mixed with raw cacao superfood products, a special combination that brings out the best in both flavours.

**Recipe Idea: Mighty Maca, Cacao & Banana Smoothie**

**Ingredients**
2 bananas
1 tablespoon of raw cacao powder
2 teaspoons of raw organic lucuma powder
1 teaspoon of raw maca powder
Ice cubes
Water
Preparation

Place all of the ingredients into a blender and blend until smooth, yet frosty. Perfect on a hot summers day!

6. Raw Organic Brazilian Ginseng Powder

Summary
A powerful root extract known as 'suma root' or 'para tudo', (meaning 'for everyone'), that although not officially a member of the ginseng family, does boast similar health giving properties. With an exceptionally high nutritional value, Brazilian ginseng is known to strengthen the immune system, improve athletic performance, increase endurance, heighten libido and balance blood sugar levels. It also contains saponins that are considered beneficial in Chinese medicine.

Rich in vitamins, minerals (including iron, magnesium, cobalt, silicon and zinc), electrolytes, amino acids, hormones (sitosterol and stipmasterol) and trace minerals (including germanium).

Recommended Use
Raw organic Brazilian ginseng powder can be mixed into your favourite smoothies, shakes, and juices.

Recipe Idea: Beautiful Brazilian Breakfast Smoothie

Ingredients
¾ cup of coconut milk
1 teaspoon of raw organic Brazilian ginseng powder
1 cup of strawberries
1 banana, cut into chunks
2 tablespoons of chopped Brazil nuts
2 tablespoons of organic oats

Preparation

Place all of the ingredients into a blender and simply blast for 30 seconds, for a delicious and nutritious Brazilian breakfast.

Dried Berries and Fruit (*category includes additional superfoods such as camu camu, passion fruit extract & mucuna pruriens)

7. Raw Organic Lucuma Powder (Nature’s Own Sweetener)

Summary
Derived from the subtropical lucuma fruit of the Andes in South America, where it is known as ‘Inca’s Gold’, organic lucuma powder is a natural sweetener with an exceptionally high nutritional value. It boasts powerful anti-inflammatory properties, boosts the immune system, promotes the healing of
wounds and can help prevent the skin from aging. Raw organic lucuma Powder is also extremely sweet, making it an ideal sugar substitute for diabetics or those who want to reduce their refined sugar intake.

Rich in antioxidants, beta carotene, carbohydrates, fibre and vitamins (B1, B2, B3 and B5), niacin, iron, potassium, calcium and phosphorous.

**Recommended Use**
Lucuma powder can be mixed into your favourite smoothies, lassis and shakes and is an ideal ingredient in puddings, cakes, pastries and ice cream.

**Recipe Idea: Raw Cacao & Lucuma Smoothie**
A deliciously creamy and intensely satisfying smoothie for an instant boost of lasting energy. Perfect at any other time of day!

**Ingredients:**

- 125 g of organic shelled hemp seeds
- 2 spoons of raw cacao powder
- 1-2 spoons of raw organic lucuma powder
- ½ a scoop of hemp or brown rice protein powder
- 1 teaspoon of vanilla powder
- 1 banana
- ½ an avocado
- ½ litre of water

**Preparation:**

Simply place all of the ingredients into a blender, blend for a few seconds, and hey presto!

**8. Raw Organic Goji Berries**

**Summary**
Goji berries come mainly from China and neighbouring countries, where they are renowned for their incredible immune strengthening, anti-aging, anti-inflammatory, anti-bacterial and anti-fungal properties. This life prolonging, strength building and libido enhancing fruit is deep red in colour, similar in size to a raisin and boasts an intense flavour, comparable to a cross between cranberry and cherry. It is also the greatest known source of vitamin C on the planet.

Rich in: antioxidants, amino acids, beta-carotene and zeaxanthin, polysaccharides, beta-sisterol, vitamins (particularly C), and minerals including zinc, iron, copper, calcium, selenium and phosphorus.

**Recommended Use**
Goji berries can be enjoyed as a snack or used in a variety of recipes including smoothies, juices and trail mix. It can also be used to prepare a delicious tea.
Recipe Idea: Gorgeous Goji Berry Trail Mix

Ingredients

1/3 cup of sunflower seeds
1/3 cup of pumpkin seeds
1/3 cup of almonds
1/3 cup pecan nuts
1/3 cup hemp seeds
1/6 cup sesame seeds
1/3 cup dried organic goji berries dried
1/3 cup dried organic blueberries

Preparation

For an incredibly appetising home made trail mix in next to no time, simply mix all of the ingredients together in a bowl. Add liberally to breakfast cereals, desserts or enjoy on its own.

9. Raw Organic Mulberries

Summary
The mulberry belongs to the deciduous tree family of the Moraceae, which grows mainly in the warm, subtropical regions of Africa, Asia and North America. It boasts a deliciously sweet flavour, that is somewhat comparable to honey. Mulberries contain powerful anthocyanins that help keep your heart and blood vessels healthy, boost the immune system, delay the signs of aging, lower blood sugar levels and improve vision.

Rich in anthocyanins, antioxidant and resveratrol.

Recommended Use
Dried mulberries can be enjoyed as a snack on their own or as a tasty addition to breakfast dishes, deserts and nut mixes.

Recipe Idea: Moreish Mulberry Cacao Coconut Balls

Ingredients

1 cup organic mulberries
1 tablespoon organic extra virgin coconut oil
1/3 cup of coconut flour
1/3 cup of grated coconut
1/3 cup of raw cacao butter

Preparation

First gently melt the raw cacao butter and organic coconut oil. Next, crush the organic mulberries using a food processor. Mix the ground mulberries, coconut oil, coconut flour and cacao butter together in a large bowl and once
it comes together, shape into round balls using your hands. Finally, coat the balls generously in grated coconut and serve.

10. Raw Organic Incan Berries

Summary
A delicious alternative to goji berries, dried Incan berries which were once cultivated by the Incas, are slightly larger than raisins, boast an exquisite sweet and sour lemon sherbet flavour and are a rich golden colour. A great, natural source of energy and packed with nutrients.

Rich in antioxidants, protein, phosphorous, vitamins (including A, C, B1, B2, B6, and B12, bioflavonoids and pectin.

Recommended Use
Enjoy Incan berries directly from the bag, or add them to smoothies and desserts.

Recipe Idea: Superfood Snack with Cacao Nibs & Incan Berries

Ingredients

¼ cup of raw cacao nibs
3 tablespoons of raw organic Inca berries
2 tablespoons of organic hemp seeds
2 tablespoons of cashew nuts
2 tablespoons of organic raisins
2 tablespoons of sunflower seeds

Preparation

Place all of the ingredients into a blender and gently mix until a lovely crumbly substance forms. A sensational superfood snack and a delicious topping for desserts.

11. Raw Organic Acai Powder

Summary
Acai berries grow on the acai tree, a palm tree found mainly in Central and South America. The berries are packed with healthy nutrients which actively lower cholesterol, provide extra energy, boost mental clarity and help to promote a sound nights sleep. Acai is also a useful aid to detox and weight loss.

Rich in antioxidants, fibre, vitamin A, calcium, amino acids, monounsaturated fatty acids (omega 6 and omega 9 fatty acids), beta-sisterol
Recommended Use
Stir acai powder into your favourite smoothies and juices.

Recipe Idea: Amazing Acai Fudge

Ingredients

1 cup of raw organic acai powder
2 tablespoons of raw cacao butter
10 large, pitted organic medjool dates

Preparation

Place all of the ingredients into a food processor and mix until the dates are fully incorporated into the acai powder and cacao butter. Next, remove the mixture and place on a large plate. Flatten into a rectangular shape of approximately one inch thick. Cut into 12 even squares and enjoy!

12. Raw Organic Baobab Powder

Summary
The baobab fruit comes from the baobab tree, which is also known as the ‘upside down tree’, ‘bottle tree’ and ‘monkey-bread tree’. It is found in the savannas of Africa, in addition to America, India, Sri Lanka, Malaysia, China and Jamaica, where it has been an important source of valuable nutrients for centuries. Raw organic baobab powder stimulates an optimum intake of iron, helps boost the immune system, promotes both a healthy digestive and central nervous system and generally revitalises and invigorates.

Rich in vitamins (in particular vitamin C), minerals (calcium and iron) and antioxidants.

Recommended Use
A perfect addition to desserts and smoothies and ideal as a dip for your favourite fresh fruits.

Recipe Idea: Brilliant Baobab Raw Fruit Dip

Ingredients

1/2 cup of cashew nuts
½ a cup of water
3 tablespoons of organic extra virgin coconut oil
2 tablespoons of organic honey
1 vanilla bean
1 tablespoon of raw organic baobab powder
Preparation

Put all of the ingredients into a blender and blast until smooth and creamy. Place in the fridge for around 2 hours and remove once set. Delicious served with a range of fresh fruits such as strawberries, pineapple and banana. Get dipping!

**Vegetable Fats** (*category also includes additional superfoods such as almond butter*)

### 13. Raw Organic Coconut Oil

**Summary**

Coconut oil is derived from the coconut palm, an ancient plant and distant relative of the grass family, which was named ‘Kalpa Vriksha’, meaning ‘the tree that provides the necessities of life’, in ancient Sanskrit. Raw organic coconut oil is high in vegetable saturated fatty acids that help maintain healthy skin, prevent heart disease, fight infection, strengthen the body's natural immunity and promote weight loss.

Rich in beneficial medium chain fatty acids and ketones

**Recommended Use**

Can be used for frying, stir frying and roasting or enjoyed as a delicious spread. Raw organic coconut oil is also extremely nourishing and can be applied to hair, skin and lips or used as a massage oil.

**Recipe Idea: Tropical Coconut Oil Smoothie**

<table>
<thead>
<tr>
<th>Ingredients:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 banana</td>
</tr>
<tr>
<td>½ cup of orange juice</td>
</tr>
<tr>
<td>3 tablespoons of raw organic coconut oil</td>
</tr>
<tr>
<td>3 tablespoons of almond milk*</td>
</tr>
<tr>
<td>1 tablespoon of organic coconut cream concentrate</td>
</tr>
<tr>
<td>3 ice cubes</td>
</tr>
</tbody>
</table>

**Preparation:**

Simply place all of the ingredients into a blender and blast for a few seconds before serving. Ideal at breakfast – try adding strawberries for extra sweetness!

*Almond milk is a healthy alternative to standard milk – you can make it yourself using the following simple recipe:

**Ingredients:**

1 cup of raw almonds
Water (for soaking almonds)
3 cups of water
½ teaspoon of raw vanilla powder (optional)

Preparation:

First soak the almonds in water for a minimum of 6 hours. Next, drain the water and place the almonds in a blender, along with the 3 cups of water and raw vanilla powder. Once smooth, strain the almond mixture using a cheesecloth or strainer and it’s then ready to serve. Can be refrigerated for 3-4 days.

You can also replace almond milk with hemp milk – this recipe can be found under 7) Organic Hemp Seeds.

**Nuts and Seeds** (*category includes additional superfoods such as almond nuts, cashew nuts & tahini)

**14. Raw Chia Seeds**

**Summary**
Chia seeds have been used by the Mayans, Aztecs and Tehuanetepecs as a source of food and medicine with powerful anti-inflammatory properties, for centuries. Packed with beneficial antioxidants and omega-3 fatty acids, raw chia seeds can help delay the aging process and boost the immune system. Chia seeds also help to balance blood sugar levels, making it an ideal superfood for diabetics.

Rich in vitamins (such as A), minerals (including calcium, potassium, magnesium, zinc, phosphorus, manganese and sodium), proteins, enzymes, carbohydrates, amino acids, fibre, antioxidants and omega-3 fatty acids.

**Recommended Use**
Sprinkle raw chia seeds liberally onto salads or stir into organic peanut butter, nut spreads, muesli, breakfast cereals, sauces and soups. You can also add them to your favourite smoothies, shakes and lassis. Additionally, you can soak the chia seeds in water until they form a gel-like substance, which makes the perfect base for desserts and biscuits and can be used to thicken tea.

**Recipe Idea:** Cheerful Chia Breakfast with Goji Berries and Bee Pollen

**Ingredients:**

1 tablespoon of chia seeds  
½ cup of organic goji berries  
½ cup of bee pollen  
1 teaspoon of raw organic honey  
½ cup of water or nut milk  
1 cup of organic blueberries
Preparation:

An amazingly easy, yet exceedingly delicious breakfast recipe. Simply place all of the ingredients into a blender and mix until you have the lovely, smooth consistency of a shake.

15. Raw Organic Hemp Seeds

Summary
Hemp seeds come in both peeled and unpeeled varieties, in addition to a powerful protein powder. Deliciously creamy, with a lovely nutty flavour, hemp seeds are packed with omega-3 fatty acids, proteins and phytonutrients, that boost immunity and help keep the heart, blood vessels, tissues, organs, cells and skin all incredibly healthy. And hemp milk is an ideal alternative for those who are lactose intolerant.

Rich in vegetable proteins, minerals (including magnesium, potassium, calcium, iron, manganese, zinc, copper, platinum, phosphorus, sulphur, boron, nickel, germanium, tin, iodine, chromium, silver and lithium), trace elements, essential amino acids, enzymes and antioxidants (vitamin E and lecithin), alpha, beta and gamma globulin, chlorophyll and the fatty acid GLA.

Recommended Use
Peeled hemp seeds and hemp seed protein can be readily mixed into all varieties of shakes, smoothies and lassis. The seeds are delicious in nut mixes, soups and salads too. In addition, hemp seed can be ground and then used to bake tasty, gluten-free cakes and bread or to prepare a lovely hemp milk.

Recipe Idea: Healthy Hemp Milk (the perfect alternative to milk)

Ingredients

6 drops of stevia
½ cup of organic hemp seeds
3 cups of mineral water
A dash of Himalaya salt

Preparation

Place the ingredients into a blender and blend until a delicious milk-like liquid forms. An ideal milk substitute for those who are lactose intolerant.
6) How to Get Started

By now you've learnt that our food contains considerably less of the beneficial nutrients than it did before, and that this can have a direct impact on our overall mental, physical and spiritual health. You are also aware of the potentially serious consequences of sticking rigidly to a rawfood, vegan or vegetarian diet. You know the difference between a rawfood and an organic superfood and what to look out for when shopping for organic products. You've had a brief introduction to 15 superb superfoods which, if harnessed correctly, can help you to pursue a more healthy and fulfilling life.

The PAGB report, ‘Towards a Healthier Britain 2010’ supports the idea of eating supplements to address any gaps in our dietary intake. It also concludes that by specifically choosing foods and supplements that boast high quantities of valuable nutrients, we can boost our vitamin and mineral intake by as much as 45%. It also warns that studies undertaken by the Department of Health, the EFSA (European Food Safety Authority) and a considerable number of respected UK research bodies, all point to a definite link between an inadequate intake of vitamins and minerals and the risk of poor health. That's why incorporating some carefully chosen superfoods into your diet will not only increase your vitamin, mineral, antioxidant, enzyme and omega-3 intake, it will also help reduce the threat of disease.

Even augmenting your diet with just one organic superfood will have a positive influence on both your nutrition levels and your health. By sprinkling chia seeds on your breakfast cereals, soups, salads and sauces for example, you'll immediately receive more:

- vitamins
- minerals
- proteins
- enzymes
- amino acids
- fibre
- antioxidants
- omega-3 fatty acids
In turn this can help reduce blood pressure*, stabilise blood sugar levels, improve brain function, help you lose weight and gently detox your body.

*A study on diabetic patients by Dr. Vladamir Vuksan of St. Michael's Hospital in Toronto, found that blood was thinner and less prone to clotting and that blood pressure dropped significantly, after only three months of taking Chia seeds on a daily basis.

First steps

Begin ‘slowly but surely’ – introduce one of our organic superfoods or mouth watering recipes featured in Chapter 5, into your daily diet and gradually expand your selection. Alternatively, you can start by simply replacing some of the bad foods we’ve already discussed, such as refined sugars, with a much healthier option. To help you, we’ve listed several of the most readily available substitutes in a handy table below.

<table>
<thead>
<tr>
<th>Unhealthy Choice</th>
<th>Healthy Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugars &amp; artificial sweeteners</td>
<td>Stevia (in tea &amp; coffee), lucuma (in smoothies, cakes &amp; desserts)</td>
</tr>
<tr>
<td>Chocolate bars</td>
<td>Organic raw chocolate &amp; home made chocolate prepared from raw cacao</td>
</tr>
<tr>
<td>Sweets &amp; other sugary snacks</td>
<td>Goji berries, mulberries, Incan berries, dried fruits and organic nuts</td>
</tr>
<tr>
<td>Sunflower oil</td>
<td>Organic coconut oil</td>
</tr>
<tr>
<td>Cows milk / soy milk</td>
<td>Hemp or almond milk</td>
</tr>
<tr>
<td>Breakfast cereals</td>
<td>Chia seeds, trail mixes and superfood smoothies</td>
</tr>
</tbody>
</table>

By taking these small, tentative steps, you'll not only get to enjoy pure, delicious, natural foods packed with nourishment, you'll quickly notice a tangible improvement in your energy levels, appearance, overall physical health and mental wellbeing too.