



'Superfoods'

How much attention should we give foods carrying this tag? Are they really super?

While this term is commonly used in the media to market 'exotic' foods, it's not used by nutrition professionals who study the science of food. There are strict guidelines on the wording when it comes making nutrition content claims, such as "low in fat", "high in fibre", "good source of calcium" etc , but there is no legal definition for claiming a food is 'super' meaning any product could be referred to as a 'super food'!

Sure, acai berries may have anti-cancer and anti-inflammatory effects, and goji berries may have anti-aging properties, but there isn't sufficient scientific evidence to support these claims or similar claims for other 'superfoods'. On the other hand, did you know tomatoes are rich in lycopene, which has been shown to lower the risk of developing prostate cancer? Or the compounds in blueberries that reduce the risk of developing neurodegenerative diseases, such as Alzheimer's and Parkinson's Disease? What about the role of soluble fibre in oats to lower total and LDL (bad) cholesterol?

Our advice is... don't get fixated on the benefits of a few 'superfoods'. The fundamentals of a healthy diet, will give you the best foundation as your strive to optimise your health and performance!

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