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Global Academy of  
Agriculture and Food Systems

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# Superfoods

Amelia B Finaret, Honorary Lecturer

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# Myths

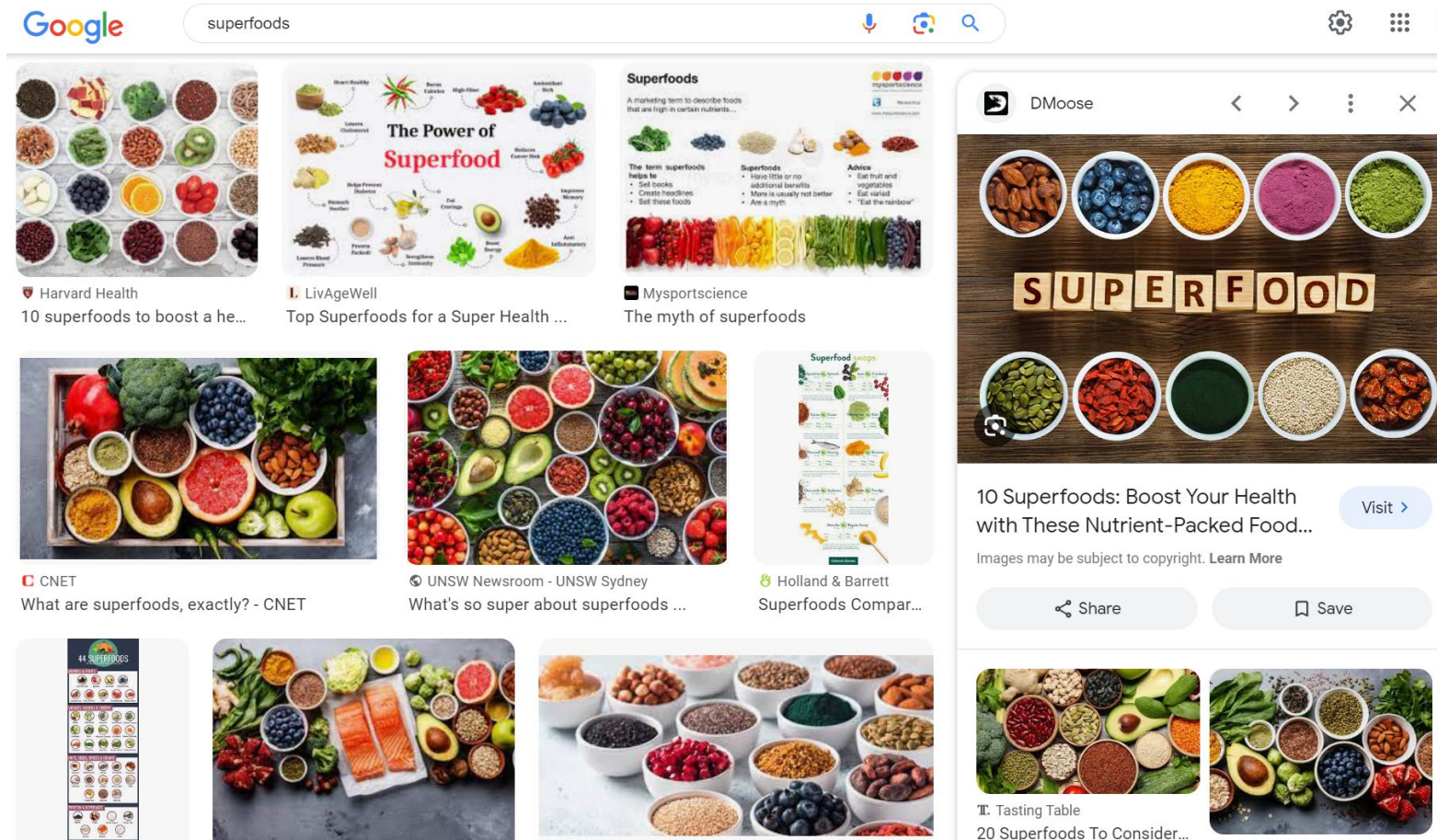
- Some foods are “superfoods”



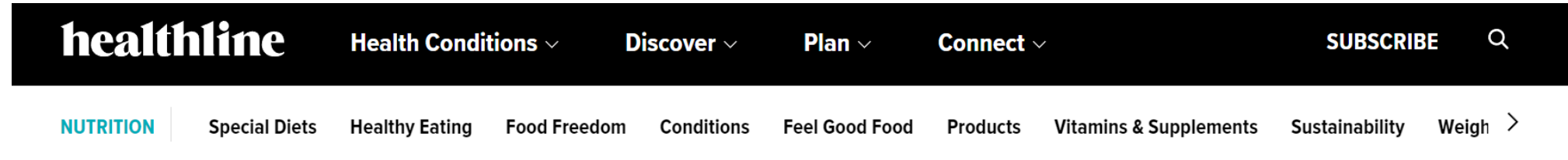
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# A quick google search shows a lot of interest in “superfoods”



# Is there really such a thing as a “superfood”?



NUTRITION

✓ Evidence Based



By [Ansley Hill, RD, LD](#) —  
[Updated on October 30, 2023](#)

## 16 Superfoods That Are Worthy of the Title

Good health is best supported by eating a variety of nutritious foods every day. Including some or all of the foods on this list as part of a balanced diet can help your overall health and even prevent certain chronic diseases.

Nutritionally speaking, there is no such thing as a superfood.



# Do superfoods exist?

NUTRITION

## Do Superfoods Exist?

*Published January 2020*

### Busting the Myth

Every year, a new food seems to take the spotlight as the panacea for all potential ailments. But do superfoods really exist?

“No single food can offer every single nutritional component or health benefit we need,” says Northwestern Medicine Dietitian Sarah Buytendorp. “Healthy eating is a pattern, and ‘superfood’ is a marketing term.”

“*Healthy eating is a pattern, and ‘superfood’ is a marketing term.*”

— Sarah Buytendorp



# There is no scientific consensus about what makes a “superfood”

## The Nutrition Source

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### Superfoods or Superhype?



# There is some skepticism in the news media about superfoods

## Why there is no such thing as a 'superfood'

24th February 2022, 12:19 EST

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By Bianca Nogrady  
Features correspondent



Don't believe the hype about certain 'magical' ingredients – they are never as good as the claims would suggest.



# No such thing as a “Superfood”

## Why There’s No Such Thing as a Superfood

It's time to dump the rankings and review the facts



ImpromptuKitchen/Flickr(Photo)



Devon Jackson

Updated May 12, 2022





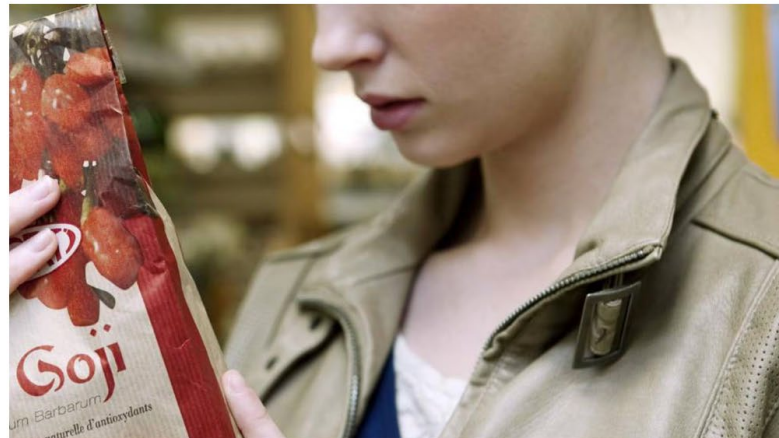
# “Superfood” is an enticing idea, but just helps create clicks and sell books

Science

## ‘There’s no such thing as a superfood. It’s nonsense’

Goji berries, kelp, raspberries, spinach, oysters, walnuts, green tea: are their claimed benefits just marketing?

Expand



Some properties pinned on superfoods are misleading: the iron in goji berries and cereals is wrapped up in plant compounds and is far less accessible than iron in meat. Photograph: BSIP/UIG via Getty Images

Anthony King

Thu Nov 20 2014 - 01:00

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# “Superfood” is a powerful marketing term

POCKET WORTHY · Stories to fuel your mind

## The Definitive Superfood Ranking

It seems like everything in the grocery store is labeled "super." We dove into which foods are actually proven, by science, to be good for you and which ones are all hype.

Outside | AC Shilton



Save

Read when you've got time to spare.

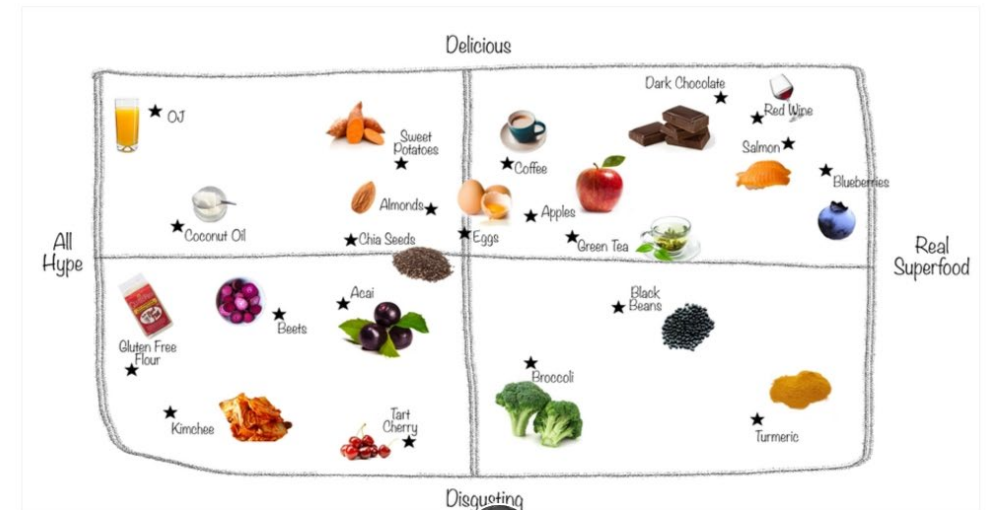


Photo: Nick Kelley.

Food marketers know that if they call their product a superfood, it's sure to sell. Take quinoa, for example. In the early aughts, when



# A “superfood” is a food that...

- You have access to
- You like to eat
- Has nutrients that your body needs



# Data and resources

- [Value of the superfoods market from 2022 – 2028: Statista](#)
- [Superfoods Global Market Report 2023: Yahoo Finance](#)
- [Superfoods: not so super after all?](#) From Emma Beckett and Zoe Yates at University of Newcastle.



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# Thank you

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