



FOR IMMEDIATE RELEASE

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Super seed sizes up as Aussies stack up

The modern diet continues to contribute to growing waistlines warns Food & Nutrition Australia, as research released this month shows Australian women are becoming more obese faster than many other countries in the world¹.

Over processed manufactured food is a major contributor, often lacking essential nutrients and minerals, including dietary fibre, omega-3 and antioxidants said Food & Nutrition Australia. This contributes to the latest epidemic that now sees much larger increases in the average weight of obese Australian women in half the time when compared to countries including the US, UK and China.

"The issue of obesity is at crisis levels and consumers need to take action and review their dietary options," explained Sharon Natoli, Director of Food & Nutrition Australia and an Accredited Practising Dietitian.

A new seed that's now becoming readily available to Australians, promises to help address obesity concerns and provide a range of nutritional benefits that are currently lacking from the average diet.

Chia is an ancient seed first used by the Aztecs, and is one of the highest natural sources of the plant form of omega-3 (ALA) at 19.3 per cent. There is growing interest in the potential role of omega-3 fatty acids in helping to address obesity, with a recent review describing the potential for unsaturated fatty acids to counteract the negative effects of obesity as substantial.²

Chia seeds are also very high in dietary fibre at 37.8 per cent, rich in antioxidants and contribute beneficial levels of protein and other minerals such as iron, magnesium, phosphorous and calcium. These key nutrients provide a range of health benefits including heart, bone and digestive benefits. They are also needed for overall general wellbeing and contribute to a balanced diet, assisting with weight management.

Over the past five years, unbeknown to many Australians, The Chia Company has become the world's largest grower of this super food. Until now, 95 per cent of the Chia produced had been shipped for overseas markets. This week a new exclusive national supply partnership has been forged by The Chia Company and 650 Bakers Delight bakeries in Australia and New Zealand, allowing consumers to reap the health benefits of this seed through a new range of daily baked Chia Bread.

"This partnership is a positive step forward in tackling the serious health concerns related to obesity," Sharon announced.

"Chia is considered one of nature's super foods with just two slices of Chia Bread containing 60 per cent more fibre than regular supermarket white bread and half the total fat of other seed breads while providing, two to five times more omega-3 ALA* and two and a half times the level of antioxidants when compared to many other seeded and wholegrain breads.

"Two slices alone contains 100 per cent of the adequate intake of Omega-3 ALA for children and women and 90 per cent for men, making it easy for all Australians to meet their daily needs," she added.

Chia seeds were discovered by fourth generation farmer, John Foss, who recognised the nutritional value of Chia while researching natural solutions to modern health problems like obesity and diabetes. John founded The Chia Company to develop the worlds best supply chain for Chia in the Ord River farming region.

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"We've worked hard to develop the most sophisticated planting, monitoring and harvesting practices to produce the purest Chia possible to maintain its nutritional profile.

"Our Chia seeds are like multi-vitamins designed to be consumed regularly – now that they are contained in an every day product through Bakers Delight bread we are able for the first time, to deliver the health benefits to homes across the country," he said.

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1. Popkin B. Recent dynamics suggest other countries catching up to US Obesity. Am J Clin Nutr 91: 284S-288S, 2010
2. Bermúdez Menéndez de la Granda M, Sinclair AJ. Fatty acids and obesity. Curr Pharm Des. 2009;15(36):4117-25.

* Soy and linseed bread is an exception.

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