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**Chia: The Good Seed**

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Los Angeles, California, August 2009 – The little seed that sprouted into pet-shaped plants in the '70's is back. It's growing on consumers again, this time as a super food.

The chia seed still associated with mini-topiaries is actually one of the most nutritious seeds on the planet. According to the FDA's nutrient database, chia (*salvia hispanica* L.), has five times more calcium than milk, and more Omega 3 than salmon. It is chock full of antioxidants, protein, fiber, and minerals. It is gluten-free, lactose-free, fat-free, and low glycemic. Chia is filling, and its energizing effects are long-lasting, making it perfect for casual and hard core athletes, as well as anyone seeking weight loss.

So what could be better? A cereal that harnesses all of these attributes into a delicious, raw, ready-to-eat breakfast. Chia Goodness™ couples chia with hemp, buckwheat, Celtic Sea Salt®, fruits and nuts into a tasty raw cereal, and a supremely healthy way to start and sustain the day.

"After Oprah and Dr. Oz extolled the virtues of chia on television last year, consumers flocked to the stores to stock up on the tiny seed," says Ruth Shamai, president of Ruth's Hemp Foods, the maker of Chia Goodness. "But because the seed has little taste on its own, they weren't sure what to do with it once they got it home." Shamai, intrigued by chia's binding properties (it thickens instantly when mixed with liquid) set out to develop a cereal as substantial as and more nutritious than oatmeal, no cooking required. So, she added taste and texture, and Chia Goodness was born.

Chia Goodness is available in three flavors: Original, Cranberry Ginger, and Apple Almond Cinnamon.

There are many ways to prepare and enjoy Chia Goodness, all of them quick and easy. Just add hot or cold water or milk (dairy or alternate), let stand a few minutes, and it's ready. It can also be mixed with juice, applesauce, yogurt or cottage cheese. It is delicious topped with fruit or nuts, and can itself be the topping – sprinkled on yogurt or fruit. Or, next time you're making pancakes or muffins, add to the batter for an extra nutritional punch.

Recipes are available at [www.ruthshempfoods.com](http://www.ruthshempfoods.com).

Like all of Ruth's Hemp Foods products, Chia Goodness is free of ingredients from genetically modified crops, contains no hydrogenated or trans fats, no artificial flavors, colors, or synthetic vitamins. A 12 oz. bag, containing approximately 11 servings retails for \$7.50 in the U.S. and Canada. Chia Goodness can be found at Whole Foods, select supermarkets and independent health food stores nationwide.

SOURCE: Ruth's Hemp Foods (Visual courtesy [naturalnews.com](http://naturalnews.com))

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