

Chia Seeds - Ancient Mexican grain with exceptional nutritional value

The benefits of Chia astonished the sports world not long ago when Ciraldo Chacarito a Tarahumara Indian from the Copper Canyon region of Mexico won a 200 mile ultra marathon at the age of 52 in handmade sandals. His competitors had trained hard for this event and came prepared with the latest in racing gear and best trainers available to be blown away by Ciraldo who had no conditioning at all.

He says his secret was chia. This remarkable superfood provides more nutrients and energy in a handful of seeds than most well balanced meals.

What is Chia?

Chia is an ancient grain, grown in Mexico, Central and South America. It was cherished by the Aztecs for the stamina and wellbeing it brought them. Depending on where its grown, chia can be white or black. Although marketed under various names all are *Salvia Hispania L*, or chia. Quite possibly the most nutritious seed ever.



The Chia plant (*Salvia Hispanica*) is an annual herb belonging to the mint family that grows approximately 100 to 120 cm tall. It grows from a seedling to develop lush, green foliage before it produces flowers similar to lavender which are generally purple. These flowers develop into seed pods to produce chia seeds. Chia seeds are quite small at around 1mm in diameter and easily incorporated into foods and drinks. Chia is certified as a food by USFDA.

Why eat Chia?

More Omega 3 than flax or salmon
5 times more calcium than milk
One of nature's best sources of fibre
Around 20% complete protein
Great source of iron, potassium, magnesium, phosphorus, and other minerals
Gluten and cholesterol free, low in sodium
High in antioxidants

How do I eat chia?

Add to cereals and muesli
Blend into milkshakes and smoothies
Include in the mix for breads, muffins, or pancakes
Stir into yogurt or porridge
Great for thickening sauces and soups

How do I get chia?

Certified organic chia and chia produced by conventional methods are available for the New Zealand market from an established supplier in Argentina. Richardson and Associates consulting division can work with you to help deliver this exciting product to New Zealanders. Who knows, it may just be the edge the All Blacks need to bring home the cup in 2011!

To find out more about this ancient superfood please contact Rob Mumford at:
rmumford@richardson.com.ar www.richardson.com.ar