

Watch Sales Grow With GREEN FOODS

Industry sources fully expect the steady growth
of green foods will continue

BY PEGGY HILLYER

As children, most of us were not allowed to leave the dinner table without eating all of our vegetables. Today, adults now seek the nutritional advantages of these foods in any number of green food products presently on the market. Let's face it, it's difficult to eat the recommended five to six servings of fruits and vegetables every day. Enter green food supplements which help pick up the slack nutritionally.

Whether your preferred method of intake is a liquid, powder, capsule, or even pasta, the variety of green food products is there. Industry sources note steady to phenomenal growth in the green foods category.

"Green foods is by far the category with the greatest potential for growth," says Dave Sandoval, president, Green Kamut, Long Beach, CA.

"We're finding in major stores they're selling 24 units per week.

We've sold over 30 times more product this January than last January.

The selling points of green kamut, according to Sandoval, are the highest pH of all green foods, more chlorophyll, more enzymes, more lightweight protein and a certifiably organic product. The biggest difference of green kamut is it is non-hybrid and non-crossbred, and an heirloom seed protected by the government.

Things that factor into people's buying decision are lack of fillers, binders, starches, highly processed foods and the convenience of drinking fresh wheat grass juice.

"The point is the quality is so high and the price is a fraction,"

GREEN FOODS

Sandoval notes. "People examine purity first, and price second."

He adds that many people are cutting out fat and replacing it with more vegetables. Green foods fit in with this lifestyle, as well as people who don't typically eat healthy and need the nutritional boost green foods provide.

The goal is if people start eating according to the food pyramid instead of the four food groups, they can cut cancer risk in half. Green foods offer people an alternative if they're reluctant to change their diet. If it is good quality green foods, they can get more dark green leafy vegetables without changing their diet.

EDUCATION IS KEY

Research is vital to substantiate a product's viability. Growing research on the various segments of green foods is helping the category grow. Several sources pointed to doctors recommending green foods as opening up the doors to newcomers.

The research delves into how green

foods can potentially enhance the function of the immune system and increase resistance to disease. As antibiotics fall out of use, they will be looking toward probiotics.

The most important thing to help the green foods segment of the market is to step up education efforts.

"Between the scientific community embracing the quality of these products and the consumer's enthusiasm who uses it, green foods will grow," Sandoval says.

Also helping green foods' growth is increased awareness among consumers. "We're educating about the proper way to eat, not just about the product," Sandoval says. "We want people to be conscious of the quality of foods they're eating."

"We have to educate people as to what food is and what it does in our body," Sandoval adds. "Green foods are the superstars of the nutrition world because the common denominator is, it's what people are missing."

— THE PYRAMID STORY —

The year is 1949, in Portugal. A young U.S. Airman, far from home wanders into a shop. He's looking for a gift to send back home to Montana. The merchant rises to the occasion.

This was left by a scientist before the war, he says as he searches for a curious stone box in the back of the store. He was fleeing from Egypt - an archaeologist, I think he was. He knew he would be in trouble with an ancient artifact in his possession.

He said it's from a tomb in Egypt and that it is 5,000 years old. The scientist never came back. Not yet, anyway.

The merchant slowly pries open the strange little box. The airman suddenly becomes intensely interested. No coins, no jewelry, no gold - but seeds! There is a small paper label on the inside lid of the box. It reads, "EXCAVATED FROM A TOMB IN SAQQAR NEAR DAHSHUR."

There was some haggling, some say a wager took place...

Back on a small farm in Montana the serviceman's father receives the unusual package and promptly plants the seeds...

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