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Health nuts feed demand for super nutritious foods

[Chris Owen](#) | 7th Jan 2014 5:00 AM

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BERRY POPULAR: Hannah Redman with the current trending healthy foods available at Wray Organics.

David Nielsen

THE craze for all things coconut is continuing into 2014, with health food retailers struggling to meet demands for the superfood trend.

Wray Organic Ipswich manager Kerin Hood said shoppers at her organic grocery store were still hungry for coconut-derived products, from coconut flour to coconut yoghurt.

"The latest offering is coconut kefir, which is quite simply fermented coconut water," Ms Hood said.

"Consumers are really into that product at the moment; we order cartons of it and it just flies off the shelves.

"It's a popular dairy-free alternative, especially for lactose-intolerant people who are not keen on soy milk."

The benefits of coconut kefir include healing to the digestive system and liver and it also helps create a strong immune system.

Ms Hood said the demand for coconut-derived products had steadily grown in the past 18 months.

"Generally speaking, coconut has lauric acid in it which means it's anti-microbial and anti-fungal," she said.

"So any parasites that a person might have in their system, coconut can help get rid of them."

Ms Hood said the internet and health bloggers had spread the pro-coconut message which had led to its popularity.

In addition to the drupe fruit going viral, Ms Hood said a range of super berries were also becoming a sought-after item.

She said South American imports such as açai berries, maqui berries and Inca berries were particularly popular.

"They are full of antioxidants, which slow cellular aging, as well as a number of vitamins and minerals," she said.

"So we have a lot of people wanting to buy those products to put in their smoothies and juices.

"Some of them are sold in powder form, others as berries, some are frozen and some are in purees and drinks as well...they're a big seller."

However, according to a recent study published in the Journal of Food Science, a relatively unknown fruit called the buffaloberry is being touted as the superfruit of 2014.

Researchers who collected wild buffaloberries in the US found the tiny, red, slightly sour fruits were rich in lycopene - an antioxidant that appears to lower the risk of certain types of cancers.

Although commercial production of the fruit is currently very limited, researchers believe the potential for growing, consuming and marketing buffaloberry fruit provides an economic and nutritional opportunity which should be exploited.

What are super foods?

Super foods are whole foods that have been identified by leading nutritionists, dieticians and related food institutions as being high in a variety of essential vitamins, minerals and phytonutrients for the amount of calories per serve.

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