This paper explores the foundations of contemporary superfood trends by tracing the history of the American cranberry as a food, health food, and superfood. The cranberry we know today is the product of centuries of productive overlap between ideas about health and commerce. Historical understandings of the cranberry as a food, medicine, and exchangeable commodity underpin its evolution from a wild-harvested resource to a commercially cultivated crop, demonstrating continuity in cranberry’s dual work as medicinal foodstuff and commercial product. Yet despite the centrality of health discourses over four centuries of recorded cranberry history, the superfood label would not have been possible without broader changes in the food industry, nutrition science, and marketing that first occurred at the turn of the twentieth century. By examining the early days of the cranberry industry, this paper reveals the significance of strong alliances between industry actors and scientific researchers, the necessity of industrial processing to facilitate convenient and remote consumption, and the importance of the marketing of health attributes to the cranberry industry’s growth. These three themes, I argue, echo across contemporary superfood industries, suggesting that the unique history of the cranberry laid a foundation for the proliferation of contemporary superfood trends by providing a pathway for producers of less illustrious foods with healthful reputations. This paper uses the biography of the cranberry to consider whether the superfoods trend represents a shift away from nutritional reductionism, and contributes to understandings of hegemonic nutrition in contemporary food and nutrition culture.
Obtaining adequate nutrients from various foods plays a vital role in maintaining normal function of the human body. With recent advances in medical and nutrition sciences, natural products and health-promoting foods have received extensive attention from both health professionals and the common population. New concepts have appeared with this trend, such as nutraceuticals, nutritional therapy, phytonutrients, and phytotherapy [1,2,3]. These functional or medicinal foods, and phytonutrients or phytomedicines play positive roles in maintaining well being, enhancing health, and modulating im No single food — not even a superfood — can offer all the nutrition, health benefits, and energy we need to nourish ourselves. The 2015–2020 US Dietary Guidelines recommend healthy eating patterns, “combining healthy choices from across all food groups — while paying attention to calorie limits.” Over the years, research has shown that healthy dietary patterns can reduce risk of high blood pressure, heart disease, diabetes, and certain cancers. These “superfoods” offer some very important nutrients that can power-pack your meals and snacks, and further enhance a healthy eating pattern. Superfoods list. Berries. High in fiber, berries are naturally sweet, and their rich colors mean they are high in antioxidants and disease-fighting nutrients. Our guide to sex food: which aphrodisiacs will work best to give you an erection. MH looks at the best foods to help improve your ‘strength’ in the bedroom. By Men's Health. 21/04/2020. This content is created and maintained by a third party, and imported onto this page to help users provide their email addresses. You may be able to find more information about this and similar content at piano.io. Advertisement - Continue Reading Below. Eating nutrient-dense foods can not only make you feel great, but may even reduce your risk of certain chronic health conditions while providing multiple health benefits. It’s like they say: “Food is medicine.” Benefits of superfoods. The high vitamin and mineral content found in superfoods can help your body ward off diseases and keep you healthier. When incorporated into a well-balanced diet, these foods can promote heart health, weight loss, improve energy levels and even reduce the effects of aging. Antioxidants found in many superfoods may help prevent cancer, while healthy fats can reduce your risk of heart disease.