

Super Confused about Superfoods?

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Ever wondered what's so super about a superfood? Are you confused about the difference between watercress and upland cress? You're not alone, so let us clarify the facts for you.

A superfood is an extremely nutrient-dense food that, when eaten, is considered to be very beneficial for maintaining good health. These foods tend to be unprocessed, and often contain high concentrations of antioxidants and phytonutrients, believed to help prevent cancer and a wide range of other chronic diseases.

Cress is an overarching name for the peppery-flavored, dark leafy greens that fall within the mustard family. It comes in a variety of forms including: watercress, garden cress, upland cress, winter cress, bitter cress, yellow cress, pennycress, and rock cress. These plants are related to the more popularly known superfoods, broccoli and kale. In fact, in a recent study published by the Centers for Disease Control and Prevention, cress has just superseded kale and broccoli, having been named the most nutrient-dense vegetable available on the market.



At Hollandia Produce, we grow two strains of cress: **Live Gourmet® Living Upland Cress** and **Grower Pete's Organic Living Watercress**. Both products are certified as antioxidant superfoods with 127 percent higher antioxidant density than the USDA reported average value. In addition to being loaded with essential nutrients, our cress products also contain as much vitamin C as an orange, more calcium than milk, and of course, high levels of magnesium, lutein, phosphorous, potassium, iron, beta-carotene, and vitamins A, B1, B6, K, and E!

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It's important to remember: no single food can provide you with the all of the nutrients necessary for good health. However, maintaining a healthy and diverse diet, filled with fruits and vegetables, including those that are considered superfoods, is good practice toward achieving this goal. Besides, in addition to being nutritious, they're tasty and typically low calorie and high in fiber! Isn't that reason enough to call them superfoods?

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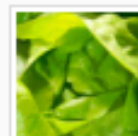


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ABOUT



Hollandia Produce LLC, grower of Live Gourmet products, is a multi-faceted agricultural concern specializing in greenhouse-grown vegetables. A California Corporation family owned and operated, Hollandia is located in Carpinteria, California, just south of Santa Barbara. In 2011 the company celebrated 41 years in business. All of our vegetable products are produced hydroponically in state-of-the-art greenhouses where we control light, temperature, humidity, and nutrients.



Hollandia Produce Wins PMA Impact Award for Butter Lettuce Packaging

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