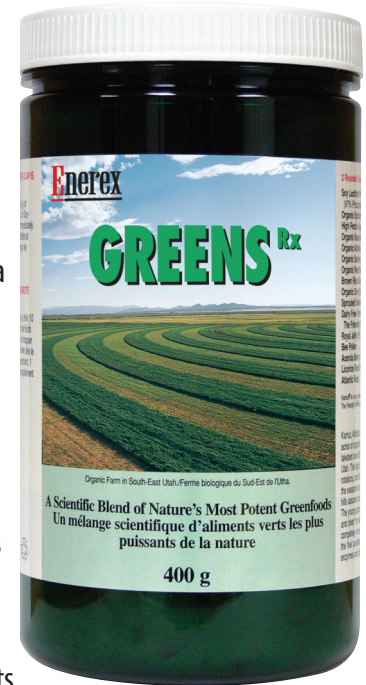


Choosing a “Greenfood” Product

Clever marketing, which often misleads the consumer, is the predominant factor in presenting a green food product to the consumer. There are several ways to persuade the consumer into buying a particular product.

- 1) The “more is better” syndrome. Many green food products boast an ever increasing number of ingredients and suggest that more ingredients are better than fewer ingredients. In reality, more ingredients often mean fewer nutrients. It is well known that the quality and health benefits of any food depend on its nutrient density. So it is possible that a single “greenfood” is more nutrient dense than a myriad of lesser nutrient dense foods.
- 2) Beware of products that brag of 25, 50 or 100 ingredients because the more ingredients usually means lower nutritional value overall. Also the average cost of many of the ingredients used in these formulas is generally lower than the higher nutrient dense foods such as Kamut, alfalfa or barley grass juices.
- 3) The benchmark to judge a “greenfood” formula should be its nutrient profile and nutrient density, not the number or type of ingredients in the formula.
- 4) When judging a “greenfood” product, the first and most important nutrient is the chlorophyll content. Chlorophyll is the nutrient that gives the green food its colour. It is the life force of the plant just as blood is the life force of the mammal.
- 5) Another benchmark of a food is its beta carotene content. Beta carotene is the yellow-orange pigment of red and dark green plants, and it is necessary for the health of all cells. Beta carotene and chlorophyll content together denote the nutrient density of the plant and its value to human physiology.
- 6) Many “greenfood” products claim that they contain Probiotics. Probiotics (agents that protect life) are essential for human survival. They protect tissues against the action of harmful microbes. Probiotics are very fragile, however and great care must be exercised to assure their viability in a product such as a “greenfood” formula. The majority of “greenfood” products contain far less than their claimed activity of Probiotics.



The above are the significant benchmarks to compare when choosing a “greenfood” product.

Enerex has submitted its **Greens^{Rx}** product along with **greens +** and **Greens Force** to Health Canada approved independent laboratories for comparative analysis. The products were purchased at retail from Community Natural Foods in Calgary, Alberta and sent directly to the independent laboratory. The chart on the other side shows the comparisons:



Benchmarking the Greens

NUTRITION FACTS (Amount per Serving)

Components

Pack Size
Amount per Serving
LOT Number

Greens^{Rx}

250 g
10 g
16369

greens+

255 g
8.5 g
41085500

greens force

255 g
8.5 g
1205500

Components	Method	Label Claim	Lab Test Result	Per Serving	Label Claim	Lab Test Result	Per Serving	Label Claim	Lab Test Result	Per Serving
1. Calories*	Calculated	49	389/100 g	38.9/serving	41.62	373/100 g	31.7/serving	NA	400/100 g	34.0/serving
2. Fat (Total)*	AOAC 960.39	2.77 g	6.39 g/100 g	0.64 g/serving	2.10 g	2.78 g/100 g	0.24 g/serving	NA	8.58 g/100 g	0.73 g/serving
3. Protein*	AOAC 981.10	2.48 g	26.30 g/100 g	2.63g/serving	1.89 g	24.86 g/100 g	2.11 g/serving	NA	14.81 g/100 g	1.26 g/serving
4. Carbohydrates (Total)*	Calculated	3.65 g	56.58 g/100 g	5.66 g/serving	3.92 g	62.11 g/100 g	5.28 g/serving	NA	65.99 g/100 g	5.61 g/serving
5. Total Dietary Fibre*	AOAC 992.16/985.29	NA	15.5%	1.55 g/serving	1.11 g	16.7%	1.42 g/serving	NA	14.5%	1.23 g/serving
6. Moisture*	AOAC 950.46	0.32 g	2.83 g/100 g	0.28 g/serving	NA	4.05 g/100 g	0.34 g/serving	NA	3.52 g/100 g	0.30 g/serving
7. Ash*	AOAC 923.03	0.78 g	7.90 g/100 g	0.79 g/serving	NA	6.20 g/100 g	0.53 g/serving	NA	7.10 g/100 g	0.60 g/serving
8. Beta Carotene*	Spectrophotometric		0.0443%	4.43 mg/serving		0.0204%	1.73 mg/serving		0.0174%	1.48 mg/serving
9. Chlorophyll (Total)*	Spectrophotometric		0.346%	34.6 mg/serving		0.200%	17.0 mg/serving		0.174%	14.8 mg/serving
10. Vitamin C*	Titration		0.42%	42.0 mg/serving		0.37%	31.45 mg/serving		0.44%	37.4 mg/serving
11. Probiotic Count**		1 Billion	0.8 billion	0.8 billion	2.5 Billion	0.17 billion	0.17 billion	NA	NA	NA

Quantity per serving	10 grams or 2 rounded teaspoons	8.5 grams or 3 teaspoons	8.5 grams or 3 level teaspoons
Manufacturer	Enerex Botanicals Ltd. , Burnaby, BC	Genuine Health , Toronto, ON	Prairie Naturals , Port Coquitlam, BC

Summary:	Highest in:	Probiotic count Dietary Fibre Calories Carbohydrates Chlorophyll (Total) Vitamin C Beta Carotene	Fat
	Lowest in:	Moisture	Ash, Fat, Probiotic count Fibre