

Viewpoint: There's no such thing as an organic 'superfood'

If you do a Google search of "Oz superfoods" you will get more than 40,000 hits. The good ^{doctor} really likes superfoods. One small problem – there is no such thing, his self-serving proclamations notwithstanding.

A really good doctor, David Seres, the Director of Medical Nutrition at Columbia University Medical Center, and also an expert advisor for the American Council, has a few qualities that Dr. Oz lacks:

- Expertise
- Ethics
- Credibility

In his [recent piece](#) in The Hill Seres takes apart the superfood myth, both scientifically and economically.

Now, more than ever, it's easy to find high-price, locally grown, organic produce alongside "superfoods" like pomegranate juice, acai berries and chia seeds. Toss it all together into a sleek \$400 blender and you've got the cure for whatever ails, except for credit card debt.

David Seres, M.D.

...

But these foods are marketed for wealthy (and gullible) people. Seres writes:

Superfoods are certainly within reach for upper middle class urbanites folks. They often live near cities and can get an antioxidant probiotic rich \$12 kumquat or lemon cucumber smoothies in one of a dozen trendy bars.

Read full, original article: [Superfoods Or Superfads? Dr. David Seres Weighs In](#)