



SPROUT MONTH

FOR IMMEDIATE RELEASE

June 1, 2011

International Sprout Growers Association (ISGA)

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ISGA Announces International Sprout Health & Wellness Month *Discovering the Health Benefits, Taste and Variety of Sprouts*

Warwick, RI (June 1, 2011) The International Sprout Growers Association (ISGA) announces the launch of International Sprout Health & Wellness Month. Combining the efforts of hundreds of local growers, suppliers and retailers, the ISGA is helping consumers discover the unique and broad benefits of sprouts – local, health, taste and variety. During the month of June consumers around the world will be able to taste and learn all about these amazing vegetables, that some have called “Superfood”, and that have been harvested as a low-calorie, high benefit food source for over 3,000 years.

“Our goal is to make consumers aware of the many health benefits, taste and variety offered by the inclusion of both raw and cooked sprouts in our daily diets.”, said Steve Meyerowitz, a Director of the ISGA.

“Sprouts are highly bio-active baby vegetables. They are rich sources of enzymes and living nutrients that are easily digestible. And they are real ‘local’ agriculture. Food doesn’t get any fresher than this unless you grow it yourself.” -- said Mr. Meyerowitz.

Sprouts contain super-concentrated levels of natural plant compounds and nutrients that promote health and protect against disease -- sometimes up to 50 times more than those of full-grown vegetables.

The broad range of health benefits that come from eating sprouts include:

- Incorporating sprouts into your diet helps combat diabetes and obesity, because sprouts are low in calories and fat
- Alfalfa sprouts contain “saponins” - organic compounds that lower bad LDL cholesterol and stimulate the immune system
- Nutrients, enzymes, and plant compounds in sprouts can help combat coronary artery disease
- Green leafy sprouts contain high levels of anti-oxidants that enhance protection against the effects of aging
- Phytoestrogens in alfalfa, clover, and soy sprouts increased bone density in studies
- Broccoli sprouts produce the anti-tumor enzyme sulforaphane in levels 50 times higher than in the mature vegetable
- Sprouts hold great promise to help prevent, slow and reverse many forms of cancer

The range of health benefits that come from the nutrients and other natural plant compounds in sprouts are just beginning to be understood. Eating sprouts regularly can lead to better health and wellness, and increased longevity.

In addition to being good for your body, sprouts are delicious and easy to incorporate into any type of diet. There are hundreds of ways to include sprouts in your diet, and consumers and chefs are inventing more ways to enjoy sprouts every day.

According to Bob Rust of International Specialty Supply, “Throughout the month of June, the ISGA will be working aggressively to help people understand the wide range of health benefits that eating sprouts can offer, and show them how to enjoy sprouts in ways that are easy to prepare, and taste great.”

Consumers can learn more about sprouts and find more details on the health benefits and variety of sprouts, as well as great-tasting sprout recipes at www.isga-sprouts.org.

About the International Sprout Growers Association (ISGA)

The ISGA is an association of sprout growers, suppliers and educators. The goal of the ISGA is to promote information-sharing among its members in the areas of nutrition education, good growing practices, marketing, and recipe development.