



# THE ULTIMATE GUIDE TO CHIA:

FROM THE SOURCE





# CHIA: IT'S ALL GOOD INSIDE

**WE LOVE EVERYTHING CHIA!** And, to get the low down on this tiny superseed that's influencing the tastemakers of the world, we tapped the world's expert on Chia, John Foss. A fourth generation farmer from Australia, now based in New York City, Foss's company produces over half of the world's Chia supply. John is founder and CEO of The Chia Co—and a man who has a serious drive to change the way the world eats.



# WHAT'S A CHIA SEED?

**MEET THE CHIA SEED.** Bursting with nutrition, Chia is the richest plant-based source of fiber, protein, and omega 3 on the planet, all in one tiny seed.



# MEET JOHN FOSS

**THE AUSTRALIAN CHIA FARMER ON A GLOBAL HEALTH MISSION.** John Foss was frustrated with the modern food supply chain and watching the world become sick from the food they were eating. John set his sights on a different course, to growing perfect Chia, making it available around the world, and dedicating his life to making a positive difference to global health.

His journey with Chia began when he won a global Farming Scholarship in 2001 and chose to study natural solutions to modern diet related diseases such as obesity, diabetes, and high cholesterol. He discovered the nutritional benefits of Chia and after researching the ideal growing locations for Chia, he established the world's largest scale Chia Farm in the Kimberley region of Western Australia.



› MEET JOHN FOSS CONTINUED


“I saw a little documentary on Chia when I was studying in America. It showed a study on a group of Mexican people who ate Chia every morning. And although they lived close to the American border and ate fast food, they had a lower incidence of diabetes and obesity,” Foss says. “I asked myself two questions. Is this too good to be true? And if it is so good then why isn’t everyone eating it already?”

So I went to Mexico and South America to find out. I had labs test the nutrition in Chia seed and

found that it did in fact measure up as the highest plant based source of omega 3, fiber, and protein. Then I visited every Chia-growing region and learned that the reason it was not sold widely was because it was only farmed in a small way, with a fragmented supply chain, and didn’t meet the food safety and quality guidelines required by the world’s largest retailers. So I founded The Chia Co to become the world’s largest and best Chia producer—and fulfill my vision to make a positive impact on the health of the global community.



# WELCOME TO THE KIMBERLEY



**THE KIMBERLEY**, in remote Western Australia, is Chia heaven on earth. It offers the ideal growing conditions, plenty of sunshine, perfect soil, access to water, and the ideal latitude. Couple this with generations of the world's best farmers, and the result is premium quality Chia. And although we promote buying locally, Chia is a latitude specific crop and cannot be farmed in North America, Foss says. "If we only ate local, we'd have no coffee, bananas, or Chia seeds in New York!"



# PERFECT CHIA

**HOW IT'S DONE:** Not all Chia is created equal. The Chia Co cultivates only 100 percent chemical-free, naturally grown Chia seeds. The Chia Co seeds are ripened under the sun and fed water directly from Lake Argyle—the largest natural and sustainable water supply in the southern hemisphere—using a low-impact irrigation system that relies on gravity, not fuel. Every batch is tested to guarantee nutritional excellence, and every packet can be traced back to the very paddock where it was grown. It's a true farmer's market mentality, on a global scale.



# HOW TO CHOOSE GOOD CHIA



**CHIA SHOULD BE BLACK OR WHITE, BUT NEVER BROWN,** according to Chia farming expert John Foss. Brown Chia seeds are immature seeds that have not ripened, often due to frost or drought. “Brown seeds haven’t had enough water or sunlight to develop the rich omega 3 in the seed, and are therefore lacking in nutrition,” Foss explains. Chia seeds should also be a perfect oval and look plump and shiny. Interestingly Chia has no taste or smell, so should you come across Chia that smells or tastes fishy or rancid, take it back to where you bought it.





# BABY, YOU WERE BORN TO RUN

**FEW FOODS HAVE AN ATHLETIC BACKSTORY LIKE CHIA SEEDS,** which the Aztecs and Mayans discovered had energy-boosting attributes (there's a reason why "Chia" means "strength" in Mayan). Fast-forward to the Tarahumara people of Mexico—legendary long distance runners—who used Chia for endurance, as author Christopher MacDougall revealed in *Born to Run*, his look at the world's first super-athletes. The Tarahumara ate Chia to fuel before and during running hundreds of miles, barefoot, with no rest. What other food can lay claim to the title of world's first all-in-one nutrition bar and hydration gel?

**FAST FACT** Immature Chia seeds that have not ripened are easy to spot as they are small and brown in color, which is a sign that they do not contain optimal nutrition. Chia should be black or white but never brown.



# BODY BY CHIA



**ANCIENT ATHLETES WEREN'T THE ONLY ONES ENAMORED WITH CHIA'S ENDURANCE-  
ENHANCING PROPERTIES.**

Eleven-time world champion surfing legend, Kelly Slater, is a fan who enjoys his Chia seeds with coconut milk in the morning—a meal that tides him over until mid-day. “I just feel good,” he says of eating the seeds. Volleyball powerhouse and model Gabby Reece, whose website sings their praises, calls Chia seeds “one of the best foods, seeds, and nutritional supplements you can eat or drink.” Talk about a fitness-friendly food for your physique.



**THE WORLD'S ONLY  
WEIGHT-MANAGEMENT  
PUDDING »** Few things are harder to resist than the siren call of the vending machine when it's 4 p.m. and the day is dragging. Enter the Chia Pod, a truly model

snack. Each cup contains Chia seeds, coconut milk, and real fruit. They're sweet, but not too sweet (there's no added sugar!); tapioca-like, but without all the starch; and all-around satisfying, providing a slow release of energy that will keep you full for hours—all without falling off the wellness wagon.



# WHY CHIA TOPS THE CHARTS NUTRITIONALLY

**JUST WHAT ARE THE BENEFITS OF CHIA?** We tapped celeb nutritionist Keri Glassman, founder of Nutritious Life and a Chia devotee for answers. Here they are—in all their nutritional glory—at a glance. Aim for one tablespoon a day to reap the benefits.

**PROTEIN »** Chia seeds are 20 percent protein—in whole grain, vegan-friendly form, no less. They also contain all eight amino acids, making them a complete protein. Which means they meet a serious dietary need for anyone who eschews meat and dairy. One tablespoon equals 3g.

**MINERALS »** Chia seeds contain calcium (for bones and teeth, Glassman says), along with crucial iron (oxygen transport and energy), magnesium (heart health and teeth), potassium (blood pressure regulation), and phosphorus (kidney health). Plus, its antioxidants equal vitamin E's and play a role in overall cell maintenance to slow the aging process.

**OMEGA-3S »** No other plant-based source holds a candle to Chia—period, the end. “It’s just the easiest way to get omega-3 fatty acids,” says Glassman, who says they support brain health and mood and reduce inflammation, among other essential tasks. “You don’t have to grind the seeds, like flax, and you don’t have to cook or prepare them.”

**FIBER »** Chia seeds shine as a fiber source. They contain 20 percent soluble fiber—the type that dissolves in water and helps with everything from balancing your blood sugar to cholesterol levels. The remaining 80 percent insoluble fiber helps combat bloating and digestive discomfort—making it a go-to for women. One tablespoon contains 6g.



# THE FAT THAT'S RELATED TO FAT LOSS

**THERE ARE BAD FATS—AND VERY GOOD, ACTUALLY ESSENTIAL FATS,** like Omega 3 ALA, the type found in Chia seeds. Omega 3 ALA is essential for normal body function and helps reduce inflammation, cholesterol, anxiety, and depression, as well as body fat. Our bodies do not naturally produce this essential fatty acid, so we must get it from food. Fiber-packed Chia is absorbed slowly so it helps whatever you're eating it with to be used for energy, not stored away as fat.

# CHIA IN THE FOOD AISLE



**WHEN IT COMES TO ENJOYING CHIA, THE OPTIONS ARE AS PLENTIFUL AS THEY ARE DIVERSE.** The latest to hit the chilled section of the grocery store are Chia Pods—vegan, ready to eat cups of Chia seeds, coconut milk, and real fruit, all cold pressed to ensure the nutrients stay intact. Then there’s Chia Oil, a mild tasting, pure omega 3 oil cold-pressed from sun-ripened Chia seeds. And Chia Bran, made from the husk, which consists of 55 percent dietary fiber, and 26 percent complete protein. Thirsty? You can add Chia seeds to water, juice, or smoothies, or buy a pre-made Chia drink.

## HOW TO USE CHIA OIL »

When you cold-press Chia seeds, you get pure omega 3 fatty acids. You shouldn’t sauté your kale in it, because it destroys the integrity of the essential fatty acids, but the oil’s wonderful for salad dressings or baking. Or just add a spoonful to smoothies, oatmeal, or yogurt.





# CHIA IN THE BEAUTY AISLE

**THE BEAUTY WORLD'S ALL A GLOW** with the hydration-boosting and anti-inflammatory potential of Chia seeds (thank you, omega 3!), which is why they've become a staple in many luxe skin-care lines. Perricone MD's Chia Serum promises smooth, nourished skin, while One Love Organics has made it a star in its beloved skin savior Beauty Balm and Supercritical Chia Oil—straight up Chia in its purest form that gives skin an instant glow and helps it stay that way. "Chia seeds have 30 percent more antioxidants than blueberries!" raves One Love president, Suzanne Le Roux. "It's so potent. It can help minimize pores, prevent breakouts, and give that smooth, even look we all want."



# TASTY TREND

**CHIA IN YOUR SMOOTHIES AND JUICE.** Your body gets enormous benefits from simply eating Chia seeds dry, but when added to liquid they become gel-like and provide an extra boost of hydration. “All that soluble fiber helps them build up and hold water,” says star nutritionist Keri Glassman. “That’s the connection with hydration.” And that’s also why they’re often added to smoothies and juice. Chia Fresca is a classic drink in Mexico and Central America—a refreshing combination of water, Chia seeds, the juice from a lemon or lime, and sweet-

ener. Lianna Sugarman, founder of Luli Tonix, has been adding the seeds to her bottled elixirs for as long as she’s been blending. “Chia seeds not only make blends more filling, but they make them so nutritious,” she explains. “Chia’s fiber really helps with digestion and toxin removal.” Her line of Chia-centric “potions” and “rejuvelixirs” include ingredients like cacao nibs and tumeric, but the seeds are the real star. “Chia just amps up everything!” she says.



# CHIA - YOUR BASE NUTRITION

**WHAT WE ALSO LOVE** about Chia is that it provides a base of good nutrition for your busy day, knowing you're getting your omega 3, protein, fiber and antioxidants from a single serving. So if you struggle to ensure you eat enough of these essential nutrients through your other food choices, add a tablespoon of Chia to your morning meal or to a drink throughout the day. You don't even have to change the way you eat, just add Chia seeds to the foods you already enjoy for increased nutrition.



# CHIA RECIPES



**FOUR FABULOUS RECIPES FROM HEALTHY CELEBRITY CHEFS:** Not sure what to do with your orange bag of Chia seeds? Follow the lead of these healthy celebrity chefs, who've found all kinds of creative culinary uses for the tiny super-seeds—from breakfast to workout fuel to dessert.





# CHIA, KALE & AVOCADO OMELET

## SERVES 1

3 free-range eggs

1 tbsp butter, grassfed preferred

2 tbsp Chia seeds

1 cup kale, finely chopped

½ fresh jalapeño pepper, sliced as thinly as humanly possible

2 tbsp fresh cilantro

1 tbsp olive oil

1 clove garlic, finely grated

1 whole avocado, cut into ½" cubes

zest of 1 lemon

sea salt

fresh pepper

**INSTRUCTIONS** » In a small mixing bowl, lightly scramble the eggs with sea salt, fresh pepper, and Chia seeds and set aside.

» In another mixing bowl, combine the kale with garlic, lemon zest, cilantro, jalapeño, and olive oil, and season with sea salt.

» Heat the butter over medium heat in a small non-stick pan until it begins to get foamy, then add the eggs and lightly pull away the egg from the edge of the pan with a rubber spatula as it begins to set up, allowing more egg to flow to the outside of the pan. Once the egg is nearly all cooked through, add the kale mixture to the middle

of the omelet, then add half the avocado and carefully fold closed and roll onto your plate.

» Garnish with remaining avocado, a drizzle of olive oil, a sprinkle of sea salt, and a sprig of cilantro and enjoy right away!

**SEAMUS MULLEN** Chef-owner of New York's Tertulia, former *Chopped* judge, author of *Hero Food: How Cooking With Delicious Things Can Make Us Feel Better*

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# CHOCOLATE CHIA TRUFFLES

## MAKES 30

½ cup coconut milk  
10 oz of your favorite quality dark chocolate  
2 tsp vanilla  
¼ cup Chia seeds, toasted  
12 oz dark chocolate for dipping, tempered  
½ cup Chia seeds, toasted  
Edible flowers to sprinkle on for garnish (optional)

**INSTRUCTIONS »** In a small saucepan, bring the coconut milk to a simmer. Add the chocolate and vanilla. Stir until completely melted and smooth. Add the ¼ cup of toasted Chia and mix until evenly distributed. Remove from heat and pour into a shallow bowl. Cool, cover, and refrigerate the mixture until firm, at least 2 hours.

» Using a small cookie scoop or melon baller, roll the mixture into 1-inch balls. Freeze for at least 2 hours.

» Temper dark chocolate (see instructions to the right). Dip balls in the chocolate and immediately sprinkle with the remaining ½ cup toasted Chia. Chill until firm. Serve at room temperature.

## COOKING TIPS

**TO TOAST CHIA SEEDS »** Toast on a skillet at medium high heat or in the oven at 325 degrees for a few minutes until fragrant.

**TO TEMPER DARK CHOCOLATE »** Melt two thirds of the chocolate in a double boiler until it reaches 115 degrees. Remove from heat and add remaining chocolate. Stir until chocolate reaches below 84 degrees. Place chocolate over double boiler again, careful to reheat only to 88 degrees, not over 91 degrees or you will have to repeat the process. Maintain chocolate at 85-88 degrees while in use.

**DAPHNE CHENG** Founder of New York's vegan supper club Suite ThreeOhSix, former chef to stars like Alec Baldwin, Vera Wang, and Lea Michele  
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# CHIA BUCKWHEAT CEREAL

## SERVES 1

1 tbsp Chia seeds  
½ tbsp hemp seeds  
1 tbsp buckwheat  
1 tbsp pumpkin seeds  
pinch of sea salt  
½ cup nut milk  
of choice

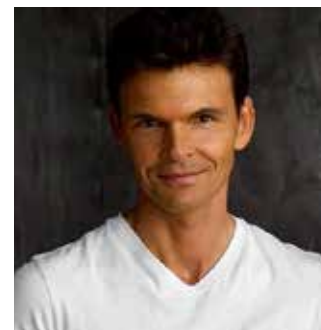
**INSTRUCTIONS »** Stir all ingredients together. Allow to soak for 20–30 minutes (or overnight). Serve with fresh fruit and additional nut milk as a cereal. Feel free to add spices or nuts.

**PHOTO CREDIT: ADRIAN MUELLER**

## MATTHEW KENNEY AND MEREDITH

**BAIRD** Authors of *Everyday Raw Detox*, *Everyday Raw Desserts*, *Everyday Raw Express*, and more. Kenney is also chef and owner of multiple restaurants including M.A.K.E. Santa Monica. This recipe is excerpted from *Everyday Raw Detox*.

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# CHIA POWER BAR

**MAKES APPROXIMATELY  
6 BARS**

¼ cup honey  
½ tsp vanilla extract  
¼ tsp ground cinnamon  
¼ cup slivered almonds  
1 cup puffed kamut  
½ cup almond butter,  
no salt added

¼ cup dried apricots,  
chopped  
1 oz. (2¾ tbsp)  
Chia seeds  
¼ cup dried tart  
cherries, chopped  
⅛ tsp fine sea salt  
fresh pepper

**INSTRUCTIONS** » Pre-heat oven to 350 degrees. Toast puffed kamut for eight minutes or until light golden brown and you begin to smell a toasted aroma from the grains. Place the kamut in a cool area and allow to cool slightly prior to mixing.

» Combine all of the ingredients in a medium size mixing bowl until it clumps together. Portion the Chia power bar base to approximately 2 ounces per serving then form into a bar shape.

» Wrap the Chia power bars in wax paper and place in the refrigerator for about 2 hours or until firm. Store in an air-tight container for up to three days.

**JAMES DISTEFANO**  
Executive pastry chef at New York's Rouge Tomate, known for its nutritionally-balanced fine dining, former pastry chef for David Burke,  
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# READER RECIPES

## **Green Pom Pom Smoothie**

JOCELYN WEISS OF ANUNPROCESSEDLIFE.COM  
@ANUNPROCESSEDLIFE

- |  |  |                        |
|--|--|------------------------|
| 1 cup unsweetened vanilla quinoa milk or almond milk | 3 tsp ginger root, chopped or grated               | 1 tbsp hemp seeds      |
| 1 scoop raw protein powder, unflavored               | 2 dates, pitted                                    | 1 tsp maca root powder |
| 1 cup baby spinach                                   | 2 tbsp pomegranate powder                          | 1 tsp ground cinnamon  |
|  | 1 tbsp Chia seeds (and a little extra for garnish) | 1 tbsp coconut butter  |
|  |  | pinch of salt          |
|  |  | 4-5 Goji berries       |

**INSTRUCTIONS »** Place quinoa milk and Chia seeds in the blender first, followed by remaining ingredients (except for those used for the garnish—Goji berries, hemp seeds, and a little extra Chia). Let sit for about 10 minutes—this allows the Chia seeds to start to gel for a thicker consistency—then blend until smooth. Add ice if you would like a thicker and cooler smoothie. Top with Goji berries, Chia, and hemp seeds.

## **Gluten Free Quinoa Chia Cranberry Cookies**

CHEF CARLA CONTRERAS OF REDCLOGKITCHEN.COM  
@REDCLOGCHEF

- |                       |   |   |
|-----------------------|---|---|
| 2 tbsp Chia seeds     | zest of half an orange                  | 1 ½ cups all-purpose gluten-free flour  |
| 6 tbsp cold water     | 1 cup cooked quinoa, cooled             | ½ cup unsweetened dried cranberries     |
| ½ cup maple syrup     | 1 cup old fashioned or gluten-free oats | ½ cup unsweetened, large flaked coconut |
| 4 tbsp coconut oil    | 1 teaspoon kosher salt                  |   |
| 1 tsp vanilla extract | 1 teaspoon baking soda                  |   |
| ½ teaspoon cinnamon   |   |   |

**INSTRUCTIONS »** Heat oven to 375 degrees F and line two baking sheets with parchment paper. In a large bowl, or a good mixer with a whisk attachment, mix the Chia and water. Add the maple syrup, coconut oil, vanilla extract, orange zest, and cinnamon and whisk by hand or on a low setting. Add the baking soda, salt, quinoa, and oats. Mix until combined. Add the flour, cranberries, and coconut. Mix until combined. Spoon out the dough in 2 tablespoon portions onto the baking sheets, spacing them about an inch apart, and bake until golden brown about 12 minutes. Transfer cookies to a cooling rack and transfer to an air-tight container or bag when fully cooled.



TRY THIS  
RECIPE WITH  
CHIA OIL!

> READER RECIPES CONTINUED

## ***Superfood Bowl with Chia Seeds***

DAGMARA CHWALOWSKA OF [IAMDAGMARA.BLOGSPOT.CO.UK](http://IAMDAGMARA.BLOGSPOT.CO.UK) AND [AVOCADOMOUSSE.TUMBLR.COM](http://AVOCADOMOUSSE.TUMBLR.COM) | @DAGMARA\_CH

### **MAKES TWO SERVINGS**

1 avocado

1 sweet potato

½ butternut squash

1 cup chickpeas  
(cooked or from a can)

2 handfuls of your  
favorite greens  
(ie. baby spinach,  
arugula, etc.)

1 tbsp sunflower seeds

1 tbsp sesame seeds

1 tbsp Chia seeds

2 tbsp olive oil

1 tbsp lemon juice

Sea salt and pepper

**INSTRUCTIONS »** Bake the butternut squash and a sweet potato at 350 degrees F until soft (about 25-30 minutes). In the meantime, prepare the dressing: mix olive oil, lemon juice, a sprinkle of sea salt, and freshly ground pepper. Set aside. Cut the avocado in half, twist around the pit, and scoop out the flesh. Once the sweet potato and butternut squash are baked, take them

out of the oven, peel and mash together. Add some salt and pepper to taste. Prepare two bowls. Put a handful of lettuce, ½ avocado, ½ cup chickpeas, and ½ of sweet potato-squash mash into each bowl. Sprinkle with sesame, sunflower, and Chia seeds, drizzle with the olive oil dressing and serve.