

SCIENCE . TECHNOLOGY

SUSTAINABLE AND HEALTHY? THE INDUSTRY'S TRICKS AND LIES

3 × 45' (GER, ENG subs)

Sustainability, purpose, and a healthy lifestyle are popular terms used extensively in the advertising of products and companies. But what is really hidden behind these buzzwords?

Companies have capitalized on the social movements towards sustainability by making their own labels seem like they pursue this goal. However, these are often cases of greenwashing and done without any quality control. Meanwhile, the markets for nutritional supplements and superfoods are booming. Are all these nutritional supplements truly necessary? How great are these exotic superfoods, which are breaking records for imports? We uncover myths and false promises of the industry.

table
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1. Avocado, Cashew & Co. - What the Health Boom is Creating

Superfoods are currently a trending topic. Everyone in the hip urban environment wants them, everyone needs them, the growth rates of imports of these foods are breathtaking. But are they really better than regional plants?

2. Green Lies - The Greenwashing Tricks

Brands have been instrumentalizing the "sustainability" boom for themselves and using their own labels to pretend that they offer fair products without any controls. We ask how efficient the control according to ecological and social criteria actually works.

3. Food Supplements

Food supplements fill drugstores and pharmacies, and there are countless offers on the Internet. The trade in pills, juices and recently pulverized vegetables is booming. Do really so many people suffer from malnutrition or is this just a delusion by the industry?