

Melinda Richards Super Sprout Interview

[f Share](#)
[t Share](#)
[e Share](#)
[in Share](#)
[G Share](#)



Subscribe to female.com.au

to get the news on everything from celebrities and fashion, beauty and wellness, to lifestyle and relationships delivered directly to your inbox. Plus expert tips, polls, contests, articles and a whole lot more!

SUBSCRIBE

All Round Boss

Super Sprout is 100% pure fruit and vegetable powders which are just as good as eating fresh produce. They offer a convenient, quick and longer shelf-life alternative to fresh produce and are fantastic to get the kiddies to eat their greens.

Interview with Melinda Richards CEO and Founder of Super Sprout

Question: Can you tell us a little bit about yourself and who is in your family?

Melinda Richards: I'm a Gold Coast born mum of one, with a passion for health and wellness. My husband Craig and I have a daughter, Jessie, who is 8 (going on 18).

Question: What is Super Sprout?

Melinda Richards: Super Sprout is a 100% Australian owned and operated business, we create pure, all natural, allergen free, additive free, non-GMO, fruit and vegetable powders.

Question: What ingredients are in Super Sprout products?

Melinda Richards: The powders we produce are just 100% pure fruit and vegetable. Our products include broccoli sprout powder, beetroot, and blueberry powder. Our broccoli sprout powder is 30 times more powerful than the fresh vegetable due to the plants being harvested at between 4-6 days at the peak of their nutrition and then gently freeze dried to lock in these essential phytonutrients. Some of the benefits include whole food nutrition. We use the entire plant, leaves, stem, and roots to gain maximum plant nutrition. Cruciferous plants like 'sprouts' contain 'bio-active' compounds small enough to be absorbed directly into the cells to act like a 'defense mechanism' and rebuild cellular damage.

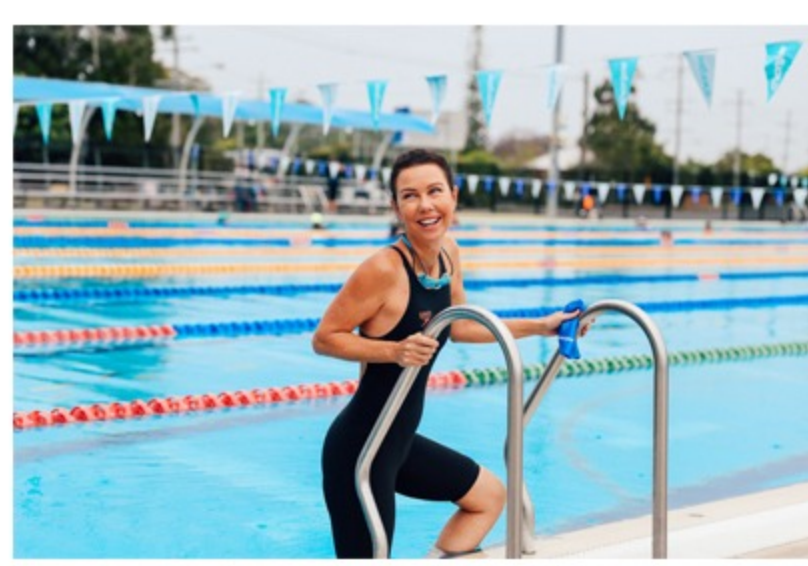
Question: What inspired the idea for Super Sprout?

Melinda Richards: The idea originally came from my father discovering that feeding thoroughbred race horses by home grown wheatgrass sprouts improved their performance. He reasoned that if horses are going to get this extraordinary benefit, why not humans? And he also understood the unbelievable goodness of 'sprouts'.

Hence the name 'Super Sprout', which I developed when he and I were discussing the concept 8 years ago. Our scientifically tested Broccoli Sprout Powder is our global best seller – as 'sprouts' are actually ancient foods that offer medicinal properties that go beyond just health. Modern science suggests they may improve metabolism, reduce inflammation and balance hormones to assist in the prevention of weight gain. We also offer two other varieties including Beetroot and Blueberry powder.

Question: What motivated your passion for health and nutrition?

Melinda Richards: My mother taught me about the importance of health and nutrition from a young age. I've always had a deep appreciation for real and raw foods and nurturing our bodies, as they are the only one we get!



Question: How can we use Super Sprout in our homes, with our families?

Melinda Richards: The amazing thing about our powders is that they are incredibly versatile and can be used in so many ways. Whether you add it to smoothies, sprinkle it on your eggs, wraps or sandwiches – the options are honestly endless to turn any food into superfoods.

Question: How do you juggle mum and business life?

Melinda Richards: I try not to get stressed or worry about anything I cannot control. I try to live well and that means in all aspects of life and have the courage of my convictions.

Question: What advice do you have for mums returning to work after maternity leave?

Melinda Richards: Give yourself the necessary time to transition back into the workforce. This won't happen overnight. Juggling your career and a family is not easy at the best of times let alone after an extended break. Special planning between work and home must be a priority to ensure your work environment/boss, your family and particularly yourself get the quality time needed to become successful in managing daily life.

Question: How can new mums incorporate good health and fitness into their new lives?

Melinda Richards: Maintaining good health and fitness is an 'attitude' and way of thinking. You need to stay focused on your priorities. By trying to adopt and balance good eating habits early on, with movement of any kind, will help energy levels return sooner than you think. I found walking around air-conditioned shopping centers with a pram an easy, effective workout. I could rack up 2 kms before I knew it, while completing my errands. Don't be too hard on yourself and don't be pressured by anyone else's expectations.

Question: What's next for Super Sprout?

Melinda Richards: Super Sprout has been working hard to build our footprint in both the USA and China markets. Already having Super Sprout offices in both countries will require a great deal of time and support to build the brand. The businesses focus is to continue to develop and educate consumers around the health benefits gained by including super nutritious foods, like broccoli sprouts, into their daily diets. We want to eventually be known as the 'sprout people' and develop our reputation as industry world experts on all things 'sprout' related.

Interview by Brooke Hunter

MORE

- [Super Sprout](#)
- [Sonia Marinelli Interview](#)
- [Amazing Oils Interview](#)
- [Ruby Olive Interview](#)
- [Fabian Dattner Women Leaders](#)
- [Publishing Goals Interview](#)
- [Work Success and Fulfilment](#)
- [Tina Tower Interview](#)
- [Career Change](#)
- [Ageism Is Inbuilt](#)
- [Make Money Work Interview](#)
- [DCRO Life as an Army Wife](#)
- [Top 5 Finance Apps](#)
- [Melissa Haywood Interview](#)
- [+hemp Interview](#)
- [Boost Brand Awareness](#)
- [Christine Parkes Interview](#)
- [Christie Whitehill Interview](#)
- [Sydney Beer Co Jobs](#)
- [Why it's Time to Ditch the Black Suit at Work](#)
- [Coworking Interview](#)