



*Weekly News from Berry Science  
and the Superfruits Industry*

# *The Variable Nutrient Content of Common Berries*

*All Berries Are NOT Created Equal*



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## All Berries Are NOT Created Equal

In the media and product advertising, we often hear generalized claims that berries are high-nutrient foods across all species.

*But Mother Nature loves variety* and has not made all berries equally nutritious.

It's possible, for example, to select berries for your diet having high levels specifically of such nutrients as

- [dietary fiber](#)
- protein
- vitamin A (from pro-vitamin A [carotenoids](#))
- vitamin C
- vitamin E (from edible seeds or pulp oil)
- [B vitamins](#) (a complex of 8 vitamins)
- [vitamin K](#)
- individual [dietary minerals](#)
- [phytosterols](#)
- omega fats

Let's have a look across different common berries and their respective nutrients -- (except for goji) the data come from **Nutrition Facts** -- *click!*, an excellent resource for nutrient education using the Nutrient Data Tables of the US Department of Agriculture.

"x" is indicated only if the berry has 'good' (10-20% of **Daily Value** per serving) and "xx" indicates 'excellent' (>20% DV) levels

Berries	Dietary fiber	Protein	Carotenoids (vitamin A)	Vitamin C	Vitamin K	Minerals	Phytosterols	Omega fats
Blackberry	xx	x	in seeds	xx	xx	xx	low/absent	in seeds
Blueberry	x	low/absent	low/absent	x	xx	x	low/absent	in seeds
Cranberry	xx	x	low/absent	xx	low/absent	x	low/absent	in seeds
Red grape	low/absent	low/absent	low/absent	low/absent	x	x	low/absent	in seeds
Red raspberry	xx	x	in seeds	xx	xx	x	in seeds	in seeds
Strawberry	x	low/absent	low/absent	xx	low/absent	x	x	in seeds
Goji (wolfberry)	xx	xx	xx	xx	no evidence	xx	x	in seeds

## Summary

1. **Rubus berries (blackberries, raspberries)** are excellent sources of dietary fiber, vitamins C and K and some dietary minerals like manganese and copper
2. Although very popular, **Vaccinium berries (blueberries, cranberries)** are exceptional only for select nutrients, generally having modest nutrient levels
3. **Red grapes**, one of the most popular fresh fruits in the world, are known for their generally low nutrient value (high only in vitamin K and manganese); this conclusion, however, does not address the importance of red grapes for high **anthocyanin** and **resveratrol** contents
4. **Strawberries** are a good general source of many nutrients
5. **Goji berries (wolfberry)** are a high nutrient source generally



Blackberries, blueberries and red raspberries are good-excellent sources of vitamins C, E (in seeds, if chewed) and K

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## Twitter for Superfruits News

We're starting a new online update feature using [Twitter](#), a free micro-blogging service where we can periodically broadcast news updates on berries and superfruits.

Twitter is simply a "short message service" (SMS), just 140 characters for quickly broadcasting a message to our educational network of subscribers for the Berry Doctor's Journal. SMS is the same technology as cell phone texting, short messages being used by over 2 billion people. It's the fastest growing network service on the internet.

And you can reply using Twitter to stimulate a conversation or follow-up question.

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