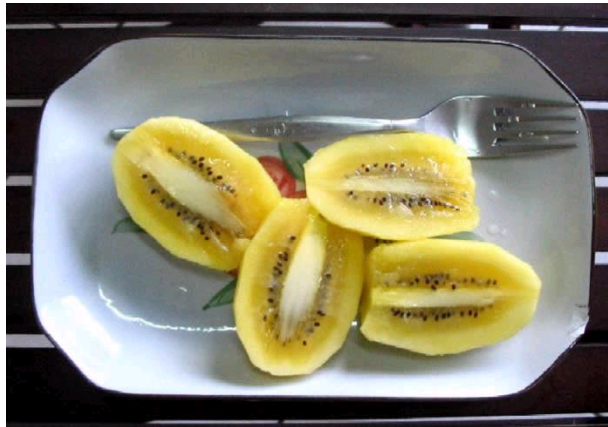




*Weekly News from Berry Science
and the Superfruits Industry*

Superfruits

Painting With a Broader Brush



The new hybrid of kiwifruit (*Actinidia deliciosa*),
the Zespri™, a true **superfruit**
high in micronutrients and phytochemicals

[follow the [Wikipedia](#) links]

The commercial sector of **superfruits** is growing, forecast to become a \$20 billion world market by 2012.

To be prepared for this exciting sector, the Berry Doctor's Journal is expanding our content to include more than just berries, but also non-berry fruits with *unusually high nutrient content and phytochemical interest* -- the definition of a "true superfruit".

The **Berry Doctor** has also written a book on Superfruits for consumers, a science-oriented text that focuses on the nutritional value of *whole foods*, not juices which too often lose the natural nutritional qualities of the whole intact fruit during processing. The book will be published in the Fall 2009.

Over the next few weeks, we'll take a look at some of the book's feature messages to emphasize how superfruits can be defined and how whole food superfruits can benefit your diet and health.

Twitter for the Superfruits Book

We're also starting a new online update feature using [Twitter](#), a free micro-blogging service where we can broadcast brief 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 to 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.

To give Twitter a try and receive these news capsules -- even on your cell phone! -- go to [Twitter.com](#) and sign up with your own name or handle.

Then [visit twitter.com/superfruitsbook](#) where you need to click on "Follow" to be linked into Berry Doctor "tweets" on superfruit news.



Red guava (*Psidium guyava*), a multinutrient superfruit.
You might first detect its sweet fragrance even before seeing it!

Some Facts About Superfruits

1. emphasize the whole food value of the fruit, not its juice. If the fruit isn't available as a whole food and doesn't have appealing taste, fragrance and color, then it's not a *superfruit*
2. our focus on superfruits is all about naturally high content of many nutrients
3. a superfruit should already be popular as a whole food in many countries. Let's dismiss all these rare exotic fruits coming out of a jungle somewhere -- *if science hasn't defined it well, a fruit cannot earn "super" status*

4. a superfruit should have an interesting combination of phytochemicals, like **carotenoids**, polyphenols, or specific promising chemicals like **resveratrol**
5. scientists in many "first-world" research countries should be hot on the trail, publishing about the special characteristics of a given superfruit
6. a true superfruit or its specific extract should be well-advanced in research, even into human studies



Dark grapes contain resveratrol in their skins and seeds.
Among superfruits, red grape is the most advanced in human studies.

Next !

- A list of 12 true superfruits !
- Keep an eye on [Twitter.com/superfruitsbook](https://twitter.com/superfruitsbook) for occasional news capsules on superfruits
- Check out the [new Archives just for superfruit essays](#), *click!*

MAIN ARCHIVES [\(click!\)](#)

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