



*Weekly News from Berry Science*

*and the Superfruits Industry*

## *Top 13 Superfruits*



Mango (*Mangifera indica*), a true [superfruit](#)  
high in micronutrients, dietary fiber, pigments and other 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".



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

## Top 13 Superfruits

By five criteria we'll cover next time, fruits can be arbitrarily assigned a score totaling 25. When these are ranked among the **many fruits called 'super' by manufacturers or the media**, here's what comes out as the top 13 list!

Superfruits	Total Score out of 25	Rank
Mango	23	1
Orange	22	T2
Fig	22	T2
Strawberry	20	4
Red Grape	19	T5
Goji	19	T5
Cranberry	18	T7
Kiwifruit	18	T7
Papaya	18	T7
Seaberry	17	T10
Tart cherry	17	T10
Red raspberry	17	T10
Blueberry	17	T10



Yes, the common orange (*Citrus sinensis*) is 'super' by nutritional and phytochemical criteria. Among superfruits, orange has exceptional combination of carotenoids + polyphenols and is increasingly being studied in clinical trials.  
Eating the *whole food* orange best delivers the value to you!

## Candidate Superfruits

- fruits lacking one or more major category, such as mainstream consumer popularity, significant research activity, and/or exceptional nutritional content
- **blackcurrant**, 14 points

- pomegranate, 13 points
- acai, 13 points

## Fruits Often Called Superfruits, But Are Not Really 'Super'

- fruits having little or no mainstream consumer popularity, insignificant research activity, and/or poor nutritional content
- amla (Indian gooseberry), 11 points
- mangosteen, 9 points
- noni, 7 points

## Completely Novel Fruits -- These Do Not Earn 'Super' Status

- some fruits are completely new and undeveloped in large consumer markets, have not yet been analyzed with credible nutrient profiles and have little research history
- only marketers and manufacturers trying to establish a sales position are calling these fruits super
- baobab
- maqui
- gac
- camu camu

## *Next !*

- How superfruits earn their 'super' status -- five criteria for the superfruit scoring system
- 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!*

## Twitter for the Superfruits Book

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

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

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

***MAIN ARCHIVES*** (click!)

*Pass this information on to a friend...*

Suggest a visit to the **Berry Doctor Sign-in Page!**

Dr. Paul  
The Berry Doctor

contact *The Berry Doctor*

Want to reprint an article? I have a wide variety of articles on berry nutrition and food antioxidants you can consider for your website or newsletter. I'm sure there's a perfect fit for you! **Please email me** and I'll be happy to give you some choices and the attribution line.

Privacy policy: I do not rent, sell, trade or share your email address with anyone, ever.

To change your email address: send a note with the new address to **The Berry Doctor!**

To unsubscribe: Click once on the "unsubscribe" link at the end of the email page you receive.

The fine print: This newsletter is Copyright© 2006-9 by The Berry Doctor

---