What does Color have to do with it?

The colors of fruits and vegetables are related to the families of phytonutrients that they contain. There are seven color families. A red tomato which contains the “red family” of lycopene, phytoene, phytofluene, alpha and beta carotene and vitamin E. Most supplements feature lycopene alone which is not a problem, but you get more from eating a tomato. The deeper the red color the more phytonutrients so hot house and vine-ripened tomatoes have more nutrients.

The orange color of carrots is due to beta-carotene which can be converted to vitamin A. This is important for vision as vitamin A in the form of retinal absorbs UV lightand sends a message to the brain which results in vision. This is an example of quantum biology as the light energy hits a cloud of electrons called a double bond and the retinal molecule changes its conformation as a result and this changes sends the energy as an electrical impulse through the nerves to the brain.

The purple color of eggplants is also found on purple berries and represents anthocyanins. These are powerful antioxidants that protect the eggplant and are antioxidants in our bodies.