



Lycium barbarum

Lycium barbarum is known by a number of different names: **Goji, Wolfberry, and Red Diamonds.** **Lycium barbarum** is from Ningxia, China where it is cultivated for food as well as traditional medicines. The foliage is bright silver, the flowers lavender, and the fruit is a orange-red. Goji plants are very cold tolerant and can survive temperatures as low as -15°F. The leaves and roots are also high in nutrients. Mature Goji plants have good drought tolerance, however irrigation will increase yields.

Plant Highlights

- Super fruit!
- Self-fertile
- High nutrient value
- Lavender flowers

What Are Goji Berries?

A raw goji berry is about the size of the tip of your pinky finger, if not smaller. However, these size berries are difficult to find in North America and are native to parts of Asia (usually in China) and Europe.

The Health Claims

Goji berries have been used in traditional Chinese medicine for thousands of years, says health and nutrition expert Rosanna Lee. Some even claim these berries are natural remedies for diabetes, hypertension, malaria or even fever. However, Lee says a lot of these claims may not be true. "At present, there is still inconclusive evidence from research for such claims to be made."

What Do They Taste Like?

Goji berries have a natural tinge of sweetness with a very slight herb-like aftertaste. They also contain tiny seeds (which contain fibre) that add a nice texture to your meals.

How Do You Eat Them?

You can eat them raw or soak them in hot water before munching. Others prefer adding goji berries to trail mixes, smoothies or as a garnish on cereals, salads or yogurts. Basically, goji berries can be baked, cooked, steamed, and processed in any way after they are washed.

But They Can Be Expensive

A 500-gram bag of dried goji berries costs about \$15 to \$20 at most natural food stores and online. However, prices may vary depending on claims of whether they are organic, naturally sourced, or combined with other ingredients to make a unique trail mix, for example. Organic goji berries have been known to sell for \$30 to \$40, but you can buy the cheapest bags at local Asian stores.

Packed With Antioxidants

Goji berries are an excellent source of antioxidants because of their oxygen radical absorbance capacity (ORAC) value. An ORAC value indicates a food's antioxidant power on a relative scale, Lee says.

HEIGHT:
3—6 Feet

ZONE:
3 -10

FEATURES:

- Drought Tolerant
- Self-fertile
- Low Maintenance
- Cold Hardy

PURPOSE:

- Food Production
- Medicinal

FOLIAGE COLOR:

- Silver

BLOOMS:

- Summer

COMMERCIAL MARKET:

- Jams & Jellies
- Specialty
- Fresh
- Wine
- Process

FRUITING SEASON:

- Summer
- Fall

EXPOSURE:

- Full Sun

APPLICATIONS:

- Commercial Food Production
- Patio & Garden
- Edible Garden

SOIL MOISTURE:

- Moist, Well-Drained

FLOWER COLOR:

- Lavendar

Pure and Simple Goji Bars and Goji Balls

Everyone loves these bars and they are loaded with fiber and phyto nutrient energy! We include flax seed, sunflower seed, pecan pieces, blueberry, cherry and Goji Berry, coconut butter, almond butter, cocoa powder, molasses and honey. We have made these chunky style and have finely diced up the pieces and enjoyed the bars both ways. Mix and combine ingredients to desired consistency and form into shapes of your choice. Place on wax paper and put in the refrigerator for an hour and they are ready to take out and enjoy.

GOJI POWER JUICE / JAM

A zesty energizing drink or spreadable jam depending on the amount of water added.

1/4 cup Goji berries, soaked, keep and use soak water

1/2 tsp orange zest

1/2 tsp grated fresh ginger

1 pitted date or 1 tsp raw honey or agave nectar

Blend until pureed for a jam, add 1 cup coconut or purified water for a juice.