

Red/Pink Fruits and Vegetables



What is the **red/pink** color in fruits and vegetables?

The red/pink color in vegetables is caused by phytochemicals called **anthocyanins** and **carotenoids** (such as lycopene). These substances are also responsible for blue and purple colors in foods as well. The type of color and pigment anthocyanins create depends on their quantity and pH inside the plant tissue.

Why is it important?

The red pigments provide many health benefits. **Vitamin A** protects your eyes and improves the ability to fight infection, may reduce cholesterol, and promotes wound healing. **Vitamin C** improves iron absorption, reduces high blood pressure and cholesterol, improves wound healing, and may help prevent cancer. **Lycopene** lowers risk of heart disease, may reduce chance of developing cancer, helps prevent diabetes and osteoporosis. Anthocyanins help fight inflammation, may protect your body against cancer, lower cholesterol and reduce the effects of Alzheimer's disease.

What fruits and vegetables are **red/pink**?

Apple
Beets
Cherries
Cranberries
Pink grapefruit
Pomegranate
Red bell peppers
Red chili peppers
Red onion
Red cabbage
Red carrots
Red corn

Red chard
Red leaf lettuce
Radicchio
Radishes
Red okra
Red sweet potato
Red grapes
Rhubarb
Strawberries
Tomatoes
Watermelon

