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# Where to buy goji in its several forms

August 5, 2009

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**Where to buy goji**

Perhaps because they've been poorly processed or are too old, many of the dried *goji* berries sold at mainstream markets are unpleasantly musty or medicinal. Good specimens, such as those sold by Rich Nature Labs, have large berries with thick flesh, bright red color, soft texture and sweet flavor. Many Chinese traditional medicine pharmacies carry dried *goji*, sometimes sold as *lycii fructus*, at a lower price than at health food stores and supermarkets.

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**Authentic Goji Berries**

Wild Crafted Tibetan Goji Berries Premium, Sun Dried, Raw Goji  
[www.macaweb.com](http://www.macaweb.com)

**Mangosteen Durian Acai**

Nearly 300 Distributors signed up yesterday. One line matrix  
[www.mymandura.com](http://www.mymandura.com)

**Freelife Himalayan Goji**

\$56 Off Suggested Retail Price. Dr. Mindell's Himalayan Goji Juice.  
[GojiJuiced.com](http://GojiJuiced.com)

Many of the *goji* juices sold at very high prices as nutritional supplements are diluted with other fruit juices; some of the pure juices are reconstituted from powder or concentrate, and taste like pruno. Rich Nature and some Gojilania juices are undiluted and actually taste pretty good, particularly when cold; they have a sweet, fruity tomato flavor, well suited for making Bloody Marys.

Below are recommended sources for *goji* and *goji* products.

*Burkart Farms* (Richard and Laurie Burkart, Oliver Garner), Dinuba. If the Burkarts succeed in controlling marauding birds, they intend to sell small quantities of fresh *goji* berries at the Santa Monica Wednesday and Hollywood

farmers markets.

*Erewhon Natural Foods* Sells seven different brands of dried *goji* berries. 7660-B Beverly Blvd., Los Angeles; **(323) 937-0777** ; [www.erewhonmarket.com](http://www.erewhonmarket.com).

*Gojilania Goji Juice* Organic, fresh-pressed, undiluted *goji* juice. 750 milliliters for \$12.99 at many Whole Foods markets.

*One Green World* (Jim Gilbert, Lorraine Gardner). Crimson Star *goji* bushes for \$19.95. 28696 S. Cramer Road, Molalla, Ore.; **(503) 651-3005** ; [www.onegreenworld.com](http://www.onegreenworld.com).

*Rich Nature Labs* (Richard Zhang). High-quality dried *goji* and *goji* juice concentrate, direct from the grower/importer; sells an informative book, "Wolfberry," by Paul M. Gross, Xiaoping Zhang and Richard Zhang. 9700 Harbour Place, Suite 128, Mukilteo, Wash.; **(425) 493-1885** ; [www.richnature.com](http://www.richnature.com).

-- David Karp

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Australian celebrity chef Curtis Stone

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