

freshpick review

Go **CARROT** Crazy For Good Health

The carrot is the second most popular vegetable in the world after the potato. Most people think all carrots are orange, but they actually range in color from white to yellow to crimson! Orange colored carrots are the most popular. Carrots were originally purple and red, with a thin root. It wasn't until the 1500's that the orange carrot began to take on its popularity. They get their color from beta-carotene, a pigment that the body converts to Vitamin A.

Carrots are available year-round and are grown primarily in California, Michigan, Texas, Canada and Mexico. When choosing a carrot, avoid the ones that are crackled, shriveled, soft or wilted, and choose one that has a deep orange color. More beta-carotene is present in carrots that have a darker orange color. Carrots are best stored in the refrigerator, but must be placed somewhere away from other fruits like apples or pears. Fruits produce ethylene gas as they ripen and will decrease the storage life of carrots, as well as other vegetables.

Nutrition **NOTES**

Carrots, being rich in beta-carotene, are great for contributing to healthy eyesight, skin and overall growth. No other vegetable or fruit contains as much carotene as carrots. Carrots also contain Phytochemicals, a compound found in plant foods that work with nutrients and dietary fiber to fight off disease. These compounds may reduce the risk of cancer, heart disease and stroke, along with other forms of diseases. Carrots are 89% water, making them virtually fat and cholesterol free.

Source: The California Fresh Carrot Advisory Board



The *Fresh Pick Review* is an informative newsletter designed to provide a variety of interesting facts, figures and health benefits as they relate to our featured **Fresh Pick** item of the month. We hope you enjoy this newsletter and if you have any feedback on how to make our *Fresh Pick Review* even better, please email your suggestions or comments to freshpick@ideaworksfoodmarketing.com.

Did You **KNOW?**

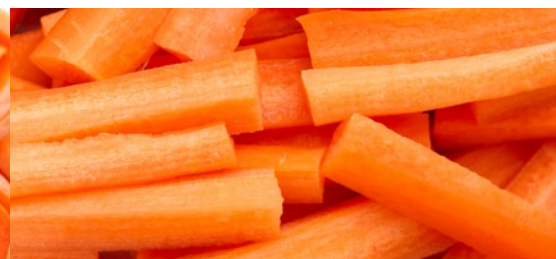
- Carrots are a root vegetable.
- Carrots are a member of the Umbelliferae family, which also includes plants such as dill, fennel, parsley, parsnip, caraway and celery.
- The saying "dangling a carrot" originated in the 1890s when carrots were dangled in front of donkeys to get them to move.
- Thomas Jefferson raised several colors of carrots in his Monticello garden.
- In the Middle Ages, carrot juice was used to make butter a more appealing color.



Nutrition • Achievement • Environment • Community • Activity



Making every day a better day





Let's Get Cooking

CARROTS WITH DILL AND YOGURT

(SERVES 7 - 4OZ)

INGREDIENTS:

- 1 1/2 lbs raw carrots, diced
- 1 cup plain, nonfat yogurt
- 2 tablespoons dill, dried
- 1/4 teaspoon kosher salt

NUTRITION FACTS:

59 calories, 1g fat,
147mg sodium, 3g fiber

DIRECTIONS:

1. Place carrots in a pot with water (not listed) to cover. Boil for 5 minutes over medium heat, or until just tender and bright.
2. Toss cooled carrots with yogurt, dill and salt.
3. Serve immediately or keep refrigerated until ready to serve.

For The RECORD



MOST CARROTS PEELED IN ONE MINUTE (INDIVIDUAL)

WHO Rosalia Addis
WHERE United Kingdom
WHEN April 7, 2009
DETAILS The most carrots peeled and chopped in one minute is 591 g (20.85 oz) by Rosalia Addis (Italy) on the set of Guinness World Records Smashed at Pinewood Studios, UK, on April 7, 2009.



It's All HISTORY

Carrots, originally cultivated in Central Asia and the Near East, were introduced to the American colonies in the seventeenth century. They were not originally yellow-orange, but a range of purple colors. It is thought that the yellow root evolved from a mutant variety which lacked the purple pigment. Ancient Greeks and Romans used both the purple and yellow varieties for medicinal purposes.

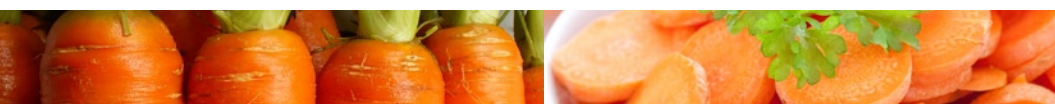
Carrots were first used for food by Europeans during the Middle Ages. In the nineteenth century, carrots were identified as a rich source of beta-carotene. During World War II, British aviators were fed a specially developed English carrot, high in beta-carotene, to overcome night blindness. Plant geneticists continue to develop carrots with higher beta-carotene content, as well as strains that are sweeter and more tender.

By The NUMBERS

17 The pounds of **CARROTS** the average person eats per year.

89% THE MINIMUM PERCENTAGE **OF WATER THAT CARROTS CONTAIN.**

freshpick
for better health
by sodexo



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