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WAR FOOD ADMINISTRATION
Office of Distribution
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FACT SHEET ON CARROTS

The Problem:

Overlapping of the winter and spring crops of carrots in the Imperial Valley of California, and in Texas and Arizona, combined with the plentifulness of competing vegetables, will present a serious marketing problem during the next 6 weeks. An intensive consumer information program, beginning immediately and lasting until May 15, will contribute greatly towards alleviating this problem by improving consumer demand and averting food losses that might otherwise take place.

Background:

Production of the 1944 winter crop of carrots is estimated at $7\frac{1}{2}$ million bushels. Although this is 3 percent below the 1943 crop, it is 82 percent above the 10-year (1933-42) average crop of 4,114,000 bushels. The 1944 spring crop, produced in California and Arizona, is estimated at 3,759,000 bushels. This is also a reduction from the 1943 crop, but is 30 percent larger than the 1933-42 average of 2,917,000 bushels.

The total 1943 production of carrots was the largest on record. Dehydrators, working mainly on government contracts, used large quantities of the crop in order to move the abundance, which prevailed during most of the year. This outlet is curtailed this year because of reduced requirements for dehydrated carrots, and the fact that large stocks are already in storage from the 1943 production.

Winter crop carrots are marketed largely from January through March. Because of adverse weather conditions and late plantings during 1944, a considerable volume of carrots, particularly in the Imperial Valley, will be available for harvest during April and May. To a large extent, this crop will overlap the spring crop which is marketed mainly from April through June. Imperial Valley carrot growers estimate that the approximately 6,000 acres remaining for harvest in their area will produce about 75,000 tons of carrots. Fresh market and processing outlets may be expected to absorb probably 53,000 tons, leaving about 22,000 tons that must find their way into consumer channels or diversion programs. Although fresh consumption of carrots has been at a high level recently, plentiful supplies of other vegetables this spring has been a factor in deterring greater consumption.

Purchases are being made in Texas for distribution into channels, such as school lunch programs, institutions, etc. Such purchases are not being made in California because of the greater transportation required in distributing these carrots to eligible outlets.

Diversion Outlets Explored:

Possibilities for diverting carrots from the normal channels of trade into industrial and other outlets are being explored. The critical tin situation is limiting the volume of carrots that can be diverted into canning.

Selecting Good Carrots:

Good quality carrots are firm, clean, fresh in appearance, smooth, well shaped, and of good color. Early or new carrots are usually marketed in bunches, three to five to the bunch, with tops attached. The late crop is marketed with the tops removed. The conditions of the tops may or may not indicate quality as tops can be damaged and the roots still be in prime condition. To effect savings in containers and transportation during wartime, a larger percentage of carrots is being shipped without tops, in 50-pound sacks, so the fact that carrots will appear in stores without tops does not necessarily mean that they are all of the late crop.

Carrots in the Diet:

"Sky-high in vitamin A" is a quick way to describe the nutritive value of carrots. The mature carrot has a higher concentration of A than the tiny "baby" carrot, although both tiny and mature ones are so high in A that homemakers who wish to couple vitamin economy with dollar economy will do well to include carrots into meals often. Carrots also contain small amounts of other vitamins, but it is their vitamin A content that makes them such a good nutritional buy.

How to Cook Carrots:

With carrots, as with all root vegetables, start in boiling salted water, about 1 teaspoon of salt to a quart of water. With young tender roots use only enough water to prevent sticking to the pan. Older roots need enough water to cover. Young carrots require about 15 to 20 minutes cooking time, older ones about 20 to 25 minutes. Cooked whole, until just tender, their skins may be easily removed the same way boiled potatoes are peeled. The carrots may then be sliced, seasoned with salt, meat drippings, butter, or fortified margarine and served piping hot. Some like a little milk added at the last minute. To give more "lift" now and then, drop in a little chopped onion, green onion tops, green pepper, parsley, or chives.

A little vinegar or a squeeze or two of lemon juice adds a pleasantly sour note to seasoning for boiled carrots.

Lunch-Box Help:

For their crisp crunchiness and high vitamin A count, include scraped, raw carrots (well wrapped in waxed paper to preserve their crispness) in the school or workers lunch box for meal-time eating or in-between nibbling. Mix grated raw carrots with the sandwich filling to give texture contrast.

Carrots the Chinese Way

Slice carrots thin. Place in a frying pan with a little melted fat, cover, cook slowly until tender. Season with salt and pepper.

Carrot Scallop

Arrange 3 cups of sliced cooked carrots in a baking dish. Pour over them 2 cups of thin white sauce. Sprinkle with a mixture of bread crumbs and grated cheese, if desired. Bake in a moderately hot oven (375° F.) 20 minutes or until browned.

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Quick Garrot Soup

Cook 2 tablespoons of finely chopped onion in 2 tablespoons of fat for a few minutes. Stir in 2 tablespoons of flour. Add 1 quart of heated milk and 1 cup of grated, ground or finely chopped raw carrots. Season with salt and pepper. Stir well and cook until tender, about 10 minutes.

Carrots in Parsley Butter

8 or 10 medium-sized carrots
 $\frac{1}{2}$ teaspoon salt
 $\frac{1}{4}$ cup butter or fortified
 margarine

2 tablespoons lemon juice
 1 tablespoon finely chopped
 parsley

Wash and scrape the carrots and cut them in slices or dice. Cook in a small quantity of boiling salted water for 10 to 15 minutes, or until tender, drain, add the butter, lemon juice, and parsley, and serve at once.

Cabbage and Carrot Salad

Use equal parts of grated raw carrots and finely shredded cabbage. Mix the carrots and cabbage together with salad dressing until well blended. Add ground peanuts if desired. Serve on crisp lettuce.

WAR FOOD ADMINISTRATION
Washington, D. C.

March 1945

FACT SHEET ON CARROTS

The Problem

To stimulate the consumption of carrots by an intensive national consumer educational program during the remainder of March, and throughout April and May.

Why The Need

Latest estimates indicate a harvest of winter-crop carrots totaling 220,400 tons -- the largest crop on record. The crop exceeds the 1943 (previous high record) tonnage by 6 percent, is 15 percent larger than the 1944 production, and 87 percent above the 10-year (1934-43) average. About 80 percent of the crop is being harvested in Texas and California. Marketing of this record winter crop will overlap, during April and May, the marketing of a record spring crop. The spring crop will total about 126,600 tons -- 25 percent above last year's production and 55 percent above the 10-year (1934-43) average. Marketing difficulties already have begun and are likely to continue through May, or until the winter crop is entirely moved.

Prices

F.O.B. prices reached a 1945 low of \$1.75 per crate in Texas on March 20, 1945. This compares with a February 1945 average of \$2.25 per crate, and a March 1944 average of about \$2 per crate.

Background

Winter and spring carrots -- grown in California, Texas, Arizona, and Louisiana -- are distributed nationally, and are found in most markets both as bunched carrots and without tops. While transportation difficulties may influence distribution, supplies should be generally plentiful. Efforts are being made to enlist the cooperation of canners and dehydrators in maximum utilization of the current excess supplies. Also, the War Food Administration is shaping plans to make surplus purchases for distribution through the school lunch program, relief agencies, and other eligible outlets if consumer demand is not sufficiently stimulated to reduce the need for such purchases.

The Action You Should Take

Check supplies in your own territory to determine how much push is needed and when it is most needed. If the situation shows an abundant supply, see that your informational outlets are supplied with promotional material. Report any unusually successful promotional methods to Washington so that others may benefit by your experiences.

INFORMATIONAL MATERIAL ON CARROTS

Carrots grew wild in Europe and Asia, long before the discovery of America, and came to this country as a "bad weed." Over in Holland, the Dutch took carrots in hand and developed them into a garden vegetable which they introduced into England

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during the reign of Queen Elizabeth. English ladies of that day are said to have used carrot plumes to adorn their headgear.

Today carrots are grown all over the United States. They are one of our most popular vegetables, with current consumption more than three times that of 1920.

A high vitamin A content is their claim to nutritional fame. They boast 48,000 international units per pound, which puts them at the top of the vitamin A producers among green and yellow vegetables along with such deep green leaf sources as dandelion, beet and mustard greens, and kale.

One of the "protective" foods, carrots are also one of the most popular vegetables and have become almost indispensable in good cookery, adding color and flavor to soups, stews, casseroles, and salads. They are equally acceptable when served "on their own," creamed or sauted in combination with peas, or as carrot sticks along with or without celery.

How To Cook

Good preparation saves what you buy. Boil young carrots 15 to 20 minutes, older carrots 20 to 25 minutes.

To make the most of minerals, vitamins, and flavor:

Start root vegetables in boiling salted water -- about 1 teaspoon of salt to a quart of water.

With young tender roots use only enough water to prevent sticking to the pan. For older roots, have enough water to cover.

Boil root vegetables whole in their skins unless too strong or tough.

If pare you must, make the parings thin or scrape no more than skin deep.

Cover the kettle to save cooking time.

Slice or dice to cut cooking time more.

Cook root vegetables only until tender. Don't overcook.

Serve in their own juice, or use right away in soup, sauce, gravy, or vegetable cocktail.

Carrot Recipes

Carrot Scallop

3 cups sliced cooked carrots

2 cups thin white sauce

Grated cheese to taste

Arrange sliced cooked carrots in baking dish. Pour over them the white sauce, and sprinkle with "battered" crumbs or cheese. (Any drippings may be used in place of butter.) Bake in a moderately hot oven (375° F.), 20 minutes or until browned.

Vegetable Chowder

2 cups diced carrots
 2 cups diced potatoes
 1 quart boiling water
 $\frac{1}{2}$ cup diced salt pork
 $\frac{1}{2}$ cup chopped onion

$\frac{1}{2}$ cup soya grits
 1 cup milk
 $1\frac{1}{2}$ teaspoons salt
 Pepper

Cover and boil the carrots and potatoes in the water until almost tender. Fry the salt pork until crisp, remove from the fat. Cook onion in the fat until lightly browned, and add with the soya to the vegetables. Stir to blend and continue to cook 10 to 15 minutes. Add the milk, crisp pork, salt, and pepper. Reheat.

Panned Cannots

Slice carrots thin. Place in a frying pan with a little melted fat, cover, cook slowly until tender. Season with salt and pepper.

If you like onions fry carrots with onion slices.

Carrots and Apples

Cut the carrots in strips and cook, until almost tender, in a little melted fat. Add apples sliced in rings with the skins on, sprinkle with salt and sugar, and brown well.

For A Salad to Mix with Dressing

Shredded raw carrots with sliced cabbage or diced apple, or with both.

Shredded carrots and raisins with cottage cheese balls.

