BABY CARROTS

Reflective of overall trend in us food market

¾ of all carrots = baby variety today

mike yurosek 1989 LA –

1. Aesthetic carrots as opposed to traditional “celio” carrots – \*\*\*cuts down cleaning time/washing time etc. trend toward convenience VALUE ADDED = HIGHER PROFIT MARGINS
2. Bunnyluv WarnerBros partnership bugs bunny
   1. first cartoon used to promote vegetable consumption (exclude popye) “pester power of children, used spongbob later
      1. study shows kids prefer mcdonald branded version of the exact same food
   2. marketing/media can be used positively
3. Oligopoly Grimmway/ Bolthouse (both Calif)

USDA – team works to make carrot as sweet as apple, like a fruit

Also working on creating other colors (purple red etc.) – NOT GMO, merely breeding selectively