Food Ingredient Crops

Feasibility of Purple Carrot Production
NCDA & CS New and Emerging Crops Program

Credit: Tidewater Agronomics
Feasibility of Purple Carrot Production

Funding the Trial

$126K allocated to purple carrot trials

Source: North Carolina Department of Agriculture & Consumer Services and NCBiotech
Feasibility of Purple Carrot Production

Partners

NCBIOTECH in collaboration with:

NC State University
College of Agriculture and Life Sciences

NC FOOD INNOVATION LAB

TIDEWATER AGRONOMICS, INC. AGRICULTURAL R&D
Feasibility of Purple Carrot Production

Organizations

NCBiotec Crop Commercialization Program
- Project management
- Industry communication

Purple carrot trials
- Evaluate varieties and optimal planting dates

Feasibility of growing purple carrots as a high value crop option for North Carolina

North Carolina Food Innovation Lab
- Evaluate colorant qualities

Mountain Region
- Dr. Jeanine Davis
  North Carolina State University

Piedmont Region
- Dr. Chris Gunter
  North Carolina State University

Tidewater Region
- Tidewater Agronomics

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Project Impacts

Purple Carrot Feasibility Trials

- Industry is confident in NC’s ability to grow purple carrots
- Industry will source purple carrots from NC
- NC growers have a high-value crop option with a market
- Industry may locate processing facilities to NC
Feasibility of Purple Carrot Production

Advisors

Bejo Seeds

Grimmway Farms

Sensient Colors