

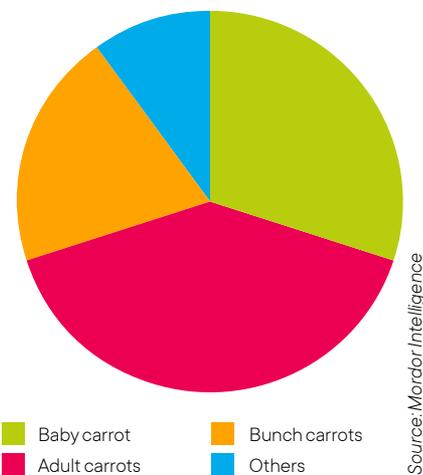
Strong demand for organic carrots

Demand for organics keeps prices high, while China continues to dominate global exports.

BY RICHARD WILKINSON

Two defining trends of the carrot sector in recent times have been the rising demand for organics and the surging popularity of baby carrots, which are generally made by peeling and cutting longer carrots into smaller sizes. Across the world, demand for baby carrots has really taken off in recent years, especially in the US, Germany, Canada, the UK, France, and China, where the vegetable is marketed as a healthy snack alternative to junk food. Meanwhile, demand for organic carrots has kept prices high in Europe and the US for some time now, with average prices in Italy having stabilised at around €0.80/kg. As demand for organic new carrots constantly outstrips supply, this is driving supermarkets to establish programmes with suppliers well in advance. The US market for fresh carrots has remained relatively unaffected by the

SHARE OF CARROTS' TYPES IN %, 2019



Source: Mordor Intelligence

pandemic, with demand and volumes both within the normal range.

“Demand for baby carrots has really taken off in the US, Germany, Canada, UK, France, and China.”

No let-up in growth of China's carrot production

In 2019, global carrot and turnip production stood at around 44.7 million tons and is projected to grow at a CAGR of 3.4% between 2020 and 2025, according to Mordor Intelligence data. The world's largest importers of carrots and turnips are Germany, Canada, and the US. The 2020 crop was 4.2% higher than that of 2019, but 1.4% lower than the 2018 volume, according to data released by Agtools. China is the world's largest producer and exporter of carrots and turnips, accounting for almost 50% of total volumes, with output rising from 20.1 million tons in 2017 to 21.5 million tons in 2019. China's main carrot-producing regions (Shandong, Mongolia and Hebei) supply varieties year-round to cater to the needs of different markets in the region, including Vietnam, Hong Kong, South Korea, Japan and Thailand. [EBC](#)

For German consumers, Italian carrots do it better

Germany remains the main market for Italy's carrot exports. Sicily is the main production area for early harvesting (February-May), followed by Lazio, Emilia-Romagna and Abruzzo from June to December.



Antonio Iori

Carota Novella di Ispica PGI the earliest Italian carrot

Since 2010, the Consortium for the Protection of the Carota Novella di Ispica PGI has supervised and regulated the production of a particular type of early carrot in south-eastern Sicily: “Carota Novella di Ispica PGI is a counter-season carrot, harvested in early February when the other varieties of carrot are in the sowing phase: this allows us at a specific time of the year to have fresh, crunchy, sweet carrots with a high percentage of falcarinol, which has anticancer properties, and beta-carotene. This offers a huge advantage compared with other European carrots, which are mostly in cold storage during that period,” said president Massimo Pavani. Along the coastal strip of the provinces of Siracusa and Ragusa, where the soil conditions, the proximity to the sea and the intensity of sunlight are ideal for growing the product, the PGI Consortium produces 5,000 tons of new carrots per year, 90% of which are for the Italian market. [GO](#)



@Carota di Ispica

ITALY

Iori

launches 100% sustainable carrots

“Our new line is 100% sustainable Italian carrots. Also, we have recently been recognised by the Cerved Group rating agency, which has drawn up an independent report on environmental, social and economic sustainability, and we were the first fresh produce company to be approved,” said chairman Antonio Iori. Despite having its headquarters in Abruzzo, Iori has extended its production area, and today about 25–30% of its carrots are grown in Lazio to ensure greater freshness and availability. In addition, since 2015, the firm has been producing and marketing the Carota dell'Altopiano del Fucino PGI, characterised by a high vitamin and protein content as well as a characteristic sweet and full-bodied flavour. [GO](#)