

Class Starters & Enders

Making the Most of Instructional Time Five Minute Lessons

Class Starters and Enders help utilize the last minutes of class when a lesson ends but there is not enough time to start another, or for an interest approach at the beginning of class. Mini-lessons correlate to GPS in the programs areas below.

Beta-Carotene & Baby Carrots

Program Areas: Agriculture, Business, Family & Consumer Sciences, Healthcare, Marketing

Instructions: Read the narrative and make notes of important points, answer questions, if provided, and be ready to discuss this topic.

The marketing of baby carrots transformed the ordinary orange vegetable into a high demand snack. Baby carrots are a healthy snack and are enjoyed by children and adults alike. A **true baby carrot** is an immature carrot. A **baby-cut carrot** is cut from a larger, mature carrot. Some people believe that true baby carrots have a better texture and taste, as well as greater nutritional value than large carrots. True baby carrots are harvested long before they mature. The “baby-cut carrots,” now widely known as “baby carrots,” were created when a California farmer devised an ingenious marketing plan to salvage his **culls** or imperfect carrots. He cut culled carrots down to baby size pieces. Thus the “baby-cut” carrot was born. To make baby carrots, full grown carrots, that are about 8 inches long are cut into 2 inch sections. They are machine peeled, cut to size, and polished.



Baby carrots have been marketed very well. The **target market** is diverse, being marketed to children and adults. They are convenient and easy to consume, providing a crunchy sweet taste. Standardization is an important marketing technique for any product. The standard size and the polished outer surface make baby carrots **aesthetically** appealing.

Carrots are a cool-season crop. In Georgia, carrots are grown during the winter because the late spring, summer, and early fall are too hot for the crop. Carrots can be grown virtually anywhere in the U.S., provided the growing season remains relatively cool. The optimum temperature range for growing carrots is 60 to 70 degrees Fahrenheit. When the temperature rises above 82 degrees Fahrenheit, carrots do poorly. High temperatures increase the woody character and coarseness of the carrot. Carrots are a relatively new crop for Georgia. The combination of sandy soil and cool winter nights make south Georgia an excellent area for carrot production. These conditions produce a sweet carrot of high quality. Georgia ranks 5th in carrot production.

Baby carrots have changed the way that Americans consume carrots. The baby carrots are conveniently packaged so you can take them on the go. Consumption of carrots has almost doubled in the past 20 years. There are many nutritional advantages to eating carrots, such as Vitamin A, Vitamin B, and Beta-Carotene.

Review Questions

1. What is the nutritional value of carrots?
2. Why is south Georgia ideal for carrot production?
3. How are baby-cut carrots created?
4. Where does Georgia rank in carrot production?
5. What is product standardization?
6. What makes baby-cut carrots appealing to adults and children?
7. What happens to carrots when they are grown in hot weather?
8. Why is the market for baby carrots so diverse?

Health Connection

Research and write a paragraph on each of the following:

1. Why are Vitamin A, Vitamin B, and Beta-Carotene important to the human body?
2. Why may happen if you don't receive the proper amounts of vitamin A and beta-carotene?

Language Connection

Research and record definitions for the following terms in notebook.

Cull	Aesthetically
Target Market	True baby carrot
Baby-cut carrot	

Georgia CTAE Resource Network - Written by Olivia Gragg & Frank B. Flanders, Ed.D.

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