



Exploring nature never stops



SNACK CARROT

Cool Carrot Candy

► bejo.com





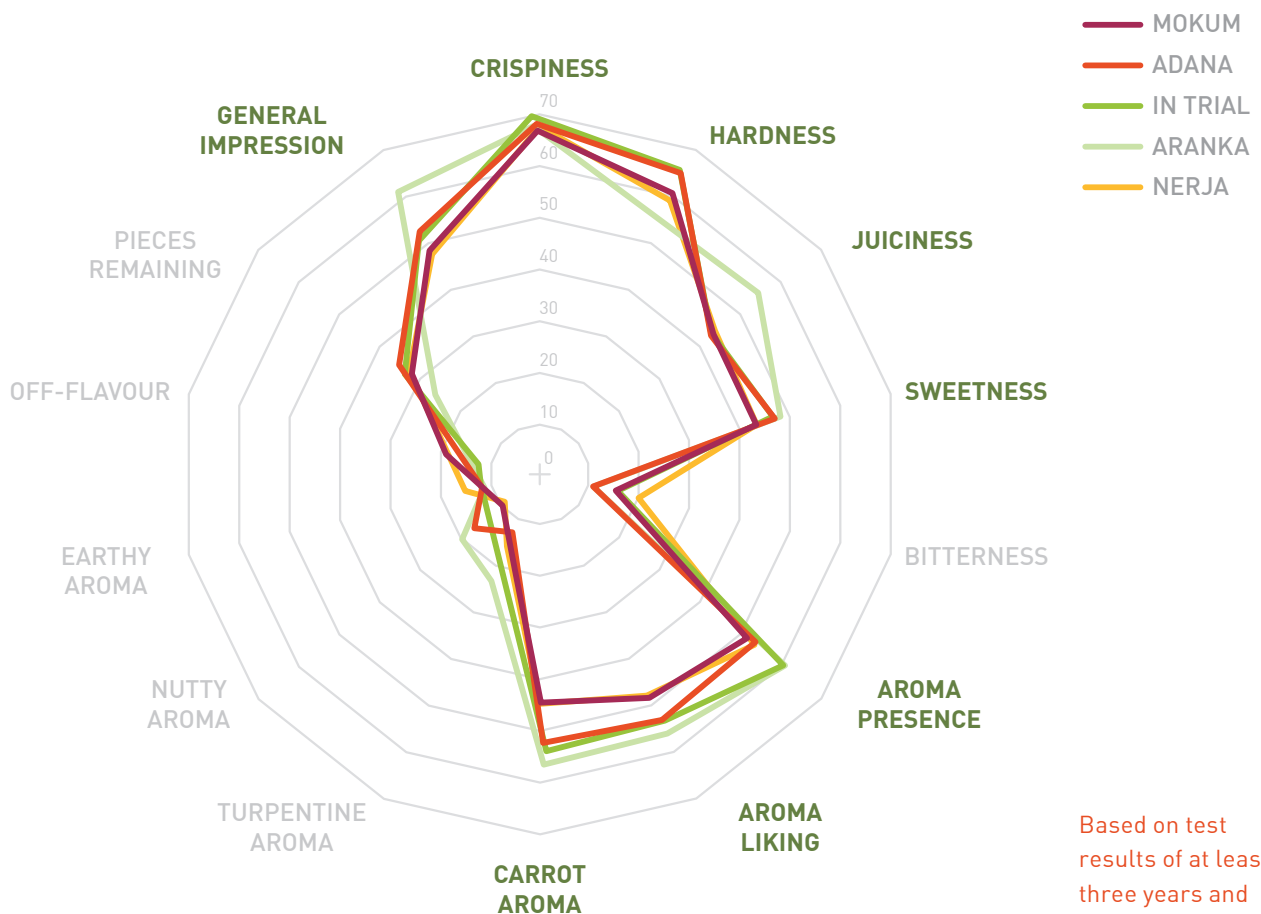
BEJO AND TASTE

'TASTE IS UNIQUE!'

The different characteristics of carrot varieties have been identified through an independent expert panel from Wageningen University & Research, which specialises in tasting carrots. Different varieties are tested for many years on 13 unique characteristics, which together determine the taste of a carrot. At Bejo, we have been developing our own carrot taste model since 2011, and we also include taste as a criterion in our breeding program. Both initiatives ensure we can respond more effectively to customer wishes.

TASTE • HEALTH • CONVENIENCE

Mokum has been the best tasting variety in our assortment for many years now. It is distinctive by its juicy and sweet carrot taste, with hardly any earthy aroma or aftertaste. We also have two new promising varieties – **Adana** and **Aranka**. Adana is doing very well as a snack carrot, and has an excellent bite, good field stability and is suitable for cultivation under straw. Aranka makes a good snack carrot too, but is also suited to bunching, producing crisp, juicy carrots with a pleasant aroma. More varieties are coming soon.



Based on test results of at least three years and found consistent.



COOL CARROT CANDY

A range of colour and flavour that will boost the appeal of the snack market.

Unique characteristics for Bejo's snack carrot range:

- ▶ Sweet, aromatic and crunchy: our tasty varieties all have their own characteristic flavour
- ▶ Unique varieties selected for their sophisticated, consistent taste
- ▶ Varieties suitable for different market needs
- ▶ Convenient to handle and easy to consume
- ▶ Eye-catching appearance
- ▶ A healthy and tasty snack for any time of the day
- ▶ The orange pigment in carrots is rich in carotenes. The body converts beta-carotenes into vitamin A



MOKUM

**The ultimate tasty snack.
The standard for taste!**

Mokum is sweet, fragrant and beautifully crunchy. Mokum is ideal for the snack and fresh market, as well as suitable for bunching.



ADANA

This fine Nantes/Amsterdam type is suitable for snack carrot and covered overwintering markets.

Cylindrical shaped early carrot with a nice taste. Adana has upright foliage with medium leaf length.



NERJA

This carrot with strong dark green leaves, is very productive.

It produces uniform carrots with a good colour and an excellent taste.

RAINBOW distinctive mixed coloured variety. Its white, yellow, salmon and orange carrots make a colourful display on the shelf. Rainbow is a 'Nantes' type which produces slender, cylindrical carrots.

IBIZA the tastiest Imperator type for cut and peel with a full carrot flavour. Produces long, slender and cylindrical carrots.

PURPLE HAZE attractive and decorative purple carrot with an orange heart, excellent taste and high nutritive value. Suitable for fresh market purposes. Adds colour to the snack market.

Ask your local Bejo representative for more information or visit www.bejo.com.



Exploring nature
never stops



Bejo

T +31 (0)226 396 162 | **E** info@bejo.com | **W** www.bejo.com