Hello to the Carrot Flavor newsletter! Our goal is to provide you with useful industry news, information and insights that can contribute — even in some small way — to your success. Having been involved for the last 18 years in this industry, I can honestly say, it’s a great time to be in the carrot business.

In nearly all countries, we are seeing an increased focus on carrot varieties that bring quality to the consumer. As we see multi-national retailers’ influence expanding in countries like Mexico, Brazil and Chile, among others, we’re also seeing the expectation for quality expand. This trend is creating new opportunities for progressive grower/shippers to be out in front of this evolution.

After many years of breeding innovative varieties, we are seeing colored carrots increase in demand in retail and by foodservice operators who are adding shredded and coin colored carrots to the menus around the USA. Year after year, new varieties continue to improve this market, with more color choices and a heightened focus on eating quality.

Organics continue to be the industry’s fastest-growing segment. Nunhems is honored to be leading the way in this market because of quality and disease resistance. Despite the challenging economy, this segment is still growing. Another trend having profound impacts on the industry in North America is the “carbon footprint” concern leading to increases in “local” production with less “food miles.” This trend is allowing seasonal operations to compete for chain store business when their products are in season.

Shippers/processors also see opportunities in meal replacement products and convenience products. The statistics support this growing trend toward value added and convenience products in nearly all countries. All this industry momentum is not going unnoticed, as is evidenced by the recent acquisition of Wm. Bolthouse Farms by Campbell’s for 1.55 billion USD.

But with all this success, Nunhems continues to work with the industry to help drive consumption further. We’ve recently launched an “Eat More Carrots” bumper sticker campaign and have other efforts in the works.

All of us at Nunhems are proud to be part of the carrot industry. And we’re committed to helping it thrive. If you have questions about anything you read here — or anything else, for that matter — please don’t hesitate to contact your local sales specialist or myself directly. We’re here to help! Let’s get the world to EAT MORE CARROTS!!!

Please contact Nunhems USA customer service at 800-733-9505 to request a bumper sticker.

Part of Bayer CropScience

www.nunhemsusa.com
For the Fukudas, who own Brazil’s Produtos Agrícolas Hortícolas, success in the carrot business—and the innovation that drives it—is a family affair.

Over the course of 40 years, these Brazilian carrot growers have built a business by having the vision to use new technologies to get ahead, and the tenacity to stick with it even through the tough times.

Led today by brothers Jorge and Marcio Fukuda, the company grew out of a family farming tradition, first in southern Brazil in the state of Parana, then further north in Minas Gerais. Today, with both brothers’ sons working in the company, Fukuda Produce grows 300 hectares of carrots, as well as garlic, corn, soybeans and coffee at three locations across Brazil. The brothers also own a John Deere and Ford truck dealership in the northern Brazilian state of Roraima.

But the journey hasn’t been an easy one.

Early on, the company faced many challenges. Most notably were the premature deaths of Jorge and Marcio’s older brother, Eiji, followed by both of the Fukuda’s parents, first generation Japanese immigrants to Brazil. These untimely deaths were not only an emotional struggle; they were also a tremendous financial challenge, saddling the company with huge debts, more than seven times the value of the company’s property.

In response, according to Jorge, the company invested heavily in new technology. “Innovation was the solution,” Jorge says.

In 1982, when irrigation became available in the Sao Gotardo area, the Fukudas were among the first to purchase and install a pivot irrigation system. In the decades that followed, the company made many additional investments in land and equipment. Eventually, the Fukudas gained control of their debt and became one of Brazil’s most-respected agribusiness companies.

Their commitment to new technology continues today. In 2012, the company invested in a new, high-tech washing line for carrots. The line includes a polisher, hydrocooler and mechanical graders—the first both in Brazil and anywhere in South America. It’s an investment the company says will provide an edge when it comes to food safety, environmental stewardship, and following international protocols.

While the Fukudas point to their persistent commitment to quality and innovation as keys to their success, it couldn’t happen without respect for employees.

“We invest in our best employees,” Jorge says. But he equally values his business partners.

“Partnership must be respected,” Jorge explains. “Every negotiation must be straight, efficient and a win-win.”

Roger Freeman, Carrot Breeder – Americas

Recently returned from the Netherlands where I spent a week with our European carrot breeders and our carrot phyto-pathologist from the USA, I always find it valuable to discuss in detail all the trials and breeding work we are doing as a team for the key global carrot pathogens such as Alternaria dauci, Cavity Spot, Xanthomonas and Nematodes.

As the carrot breeder for the Americas focusing on imperators and colored carrots, I am very keen to stay as current as possible on what field issues are impacting our carrot growers. In my role, I want to attack those issues where possible, through traditional breeding and variety and new hybrid development.

Each year brings another exciting generation of selections, new populations through recombinations, new experimental market crosses and elite increases of key parent lines for our commercial products. This past summer, we harvested new seed for all these steps and recently planted our next cycle of research carrots for another round of selections next spring.

Throughout my career (which recently reached 30 years), I have never tired of plant breeding of carrots and can only see more improvements in future varieties for carrot growers. I still think carrots are a unique vegetable of great human value (nutrition) and culinary pleasure (colors and versatility). Carrots are a vegetable with high nutrition, long shelf life, versatile uses, and color variation—a combination of traits uncommon in plant foods. By continuing to breed carrots to be both user (grower) friendly and consumer friendly, the importance and value of the crop will grow globally.
MARKET UPDATES

AUSTRALIA

Sid Hovius, Carrot Sales Specialist – Canada

The Quebec spring was warmer and drier than usual. Early seeding resulted in an early jumbo market and harvesting started in mid-July. Germination with main season carrots was challenging due to dry soil conditions. There wasn’t enough water to irrigate all crops, resulting in a much lower stand.

We’ve seen mixed results in terms of yield. There is very good yield in some fields while others have been affected by Pythium or carrot weevil damage.

So far, the demand for jumbo carrots is higher than cello.

BRAZIL

Arnaldo Franco, Carrot Product Specialist – Americas

Annually, the Brazilian carrot market grows between 20,000-25,000 hectares, which are divided into two markets: summer hybrids, which represent about 60%; and winter hybrids, which represent the remaining 40%. Currently, Nunhems only participates in the winter market with the hybrid varieties Sirkana and Romance. Soon, a third variety, the new hybrid NUN 03053 will be coming online.

The winter market is segmented into two carrot types: Bulky and Big Roots. Within these two segments are varieties like Sirkana and NUN 03053. These two varieties made up about 85% of Nunhems’ winter market in 2012 and smaller and refined root varieties like Romance made up about 15% of the market. When it was introduced during the winter of 2010, Romance represented under 5% of the entire Brazilian market so we are very pleased with its growth the last two years.

Due to the nice, refined root shape of Romance, this variety is normally sold by high end supermarkets and grocery stores in Brazil.

NUN 03053 is a new hybrid carrot that will be introduced into the Brazilian market in the winter of 2013. This hybrid has also been trialed in Australia, New Zealand, Argentina, Chile, Mexico, South Africa and parts of Europe.

CANADA

Chantal Veilluex, Carrot Sales Specialist – Quebec

The Quebec spring was warmer and drier than usual. Early seeding resulted in an early jumbo market and harvesting started in mid-July. Germination with main season carrots was challenging due to dry soil conditions. There wasn’t enough water to irrigate all crops, resulting in a much lower stand.

3) Mid-summer storms have caused production challenges at harvest. Despite the head start in the spring, many of these issues delayed the harvest season. As a result, carrots are smaller and there are fewer jumbo carrots this time of the year. The cut and peel carrot market has been very good this summer with good quality and movement. The carrot market in general has been good and prices have remained stable. We anticipate a good fall harvest for growers based on many of these indicators.

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So far, the demand for jumbo carrots is higher than cello.
UNITED STATES

Paul Bender, Carrot Account Manager – USA

The U.S. carrot market has been fairly stable this season, with good overall growing conditions and yields so far in 2012. We experienced some record hot temperatures in California this summer, creating challenges for all crops, not just carrots. Yields have been good and disease pressure fairly low.

The California market produces roughly 85% of the carrots consumed throughout the USA. Year-round growing seasons covering southern California in the north to the Mexican border in the south allow for consistent supply throughout the year. Approximately 75% of carrots grown are for the cut and peel carrot markets; 25% are for cello and fresh market use.

Imperator-type carrots are used for 99% of all U.S. productions of cut and peel and fresh markets. Key varieties from Nunhems for the cut and peel market are UpperCut, SugarSnax, HoneySnax and CandySnax. For cello or fresh market, top varieties are Maverick, Choctaw and SUN 255. New cello introductions for 2013 will be Trooper and Rebel.

Two growing segments of the carrot markets are organic productions of both baby and fresh carrots, and colored carrots. The main products from colored carrots are fresh or cello bags, cut and peel, and carrots processed for juice. As the new carrot varieties become more readily available and more adaptable to year-round production, this gives growers more options, and market segments should continue to develop.

Colors that are in development for the fresh market are yellow, purple, red, cream, white and tangerine/light orange. For processing or juice, colors include purple and yellow.

For more information contact your local sales specialist or Nunhems Customer Service at (800) 733-9505.

About Nunhems

The vegetable seed business of Bayer CropScience operates under the name of Nunhems. Nunhems is the global specialist in vegetable genetics and services. As a globally integrated group of teams, Nunhems builds unique customer relationships and shares products, concepts and expertise with the professional horticultural production industry and supply chain. The portfolio of Nunhems consists of 2,500 varieties in 28 vegetable crops, including leading varieties of carrot, cucumber, leek, lettuce, melon, onion, pepper, tomato and watermelon. With more than 1,700 employees, Nunhems is present in all major vegetable production areas in the world.

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