**Nutritionist backs farmers’ campaign to highlight the humble carrot**

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“CARROTS are one of our nation’s most versatile yet underappreciated foods,” says leading nutritionist Dr Laura Wyness.

Dr Wyness, who has 20 years’ experience as an author, podcast host and public speaker on nutrition and public health, heard through a colleague about a small group of farmers who have joined together to organise British Carrot Day 2025.

“I was very keen to support the farmers as I think when a food falls into the category of ‘common staple’ there is a very real risk of their nutritional value being forgotten about,” explained Dr Wyness, a Scot who wouldn’t make her overnight oats without the addition of some grated carrot.

“Going back to the basics of nutrition it’s so important to eat a rainbow - to get as many colours as possible on the plate - and this is where carrots come into their own. Yes, carrots are hugely nutritious in their own right but the colour they add, for example to my bland-looking porridge oats, is invaluable in making other healthy foods seem so much more appealing. It’s a brain thing and something we probably all know, subconsciously, through the way children are much more likely to eat bright colours, along with interesting shapes and textures.”

British Carrot Day 2025 takes place on Friday, October 3rd and plans are coming together for this national celebration of all-things carrot.

Members of the British Carrot Growers Association have dug deep into their own pockets to register and organise this autumn’s event and hope it will become an annual celebration to encourage people to buy, get creative, eat, and cook with carrots.

Eighth-generation carrot grower Rodger Hobson, who farms near York, is chairman of the association.

“We’re just a small group of farmers who want to tell our story,” he explains.

“Because they are relatively cheap to buy, people don’t realise how difficult they are to grow. They wilt if it’s too hot - so this year’s heatwaves have been a nightmare - and go mouldy when it’s too wet. We have to swaddle them in straw to protect them from frosts in winter and the slightest attack of carrot fly can wipe out a whole crop.

“They are terribly fussy and don’t like growing in the same soil; I leave my fields a whole ten years before replanting them with carrots.

“If Carrot Day can persuade people to buy the odd extra bag of carrots - maybe trying some of the recipes that people like Dr Laura have kindly put together to support us - then all the effort will have been worthwhile.

“Shoppers are always complaining about the food miles involved in our shelves being full of fruit and vegetables from far-flung countries. Our message is that if they want to secure British grown produce for themselves, their children and their grandchildren it’s important they start supporting it now.”

Rodger’s favourite way of eating carrots is as a side dish, glazed in honey, with his Sunday roast. He also enjoys eating them raw, cut into batons and dipped in hummus.

But back to nutritionist Dr Wyness, 47, who has worked as an expert on programmes such as BBC2’s The Food Detectives.

“The stand-out nutrient in carrots is beta-carotene and this gives them their bright colour,” she explains.

“Our bodies convert beta-carotene into retinol, which is the active form of Vitamin A that helps support vision, skin health and our immune system.

“Carrots also provide beneficial fibre; something 96 per cent of adults in the UK don’t eat enough of according to the National Diet and Nutrition Survey (NDNS). With a medium-sized carrot containing 2g of fibre they can really help push people up to the 30g recommended daily amount. Carrots make a satisfying snack when dipped into hummus or yoghurt as this provides a healthy combination of produce and protein foods.”

National Carrot Day aims to push people out of their carrot culinary comfort zones; to look at them as a more versatile vegetable than simply slicing up to placate hungry toddlers or boiling up and buttering. For more information, including recipe ideas, visit [www.britishcarrots.co.uk](http://www.britishcarrots.co.uk)

**TOP TIPS TO GET MORE CARROTS INTO YOUR DIET:**

* Rather than simply slicing, take five minutes to watch some You Tube videos on different chopping techniques such as julienne, for restaurant chic matchstick-shaped lengths
* Invest in a simple spiralizer. They can be bought for less than £15 and you will be able to try using with so many different vegetables in addition to carrots, such as courgettes
* Don’t forget simply peeling and eating carrots raw as a snack

**PAIRING PRODUCE & PROTEIN**

**Having a snack that combines produce (e.g. carrots) and protein foods (e.g. hummus, yoghurt dip or cottage cheese) provides a healthy balance of nutrients to satisfy hunger and stabilise blood sugar levels. Helping avoid a blood sugar rollercoaster and big energy slumps. It’s a better snack option than a biscuit.**

**RECIPES**

A bowl of oatmeal with carrots and raisins

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**Carrot cake overnight oats recipe**

Mix a portion of oats with a splash of milk and 3-4 tablespoons of natural or Greek yoghurt. Grate a medium carrot and add that to the mix along with a sprinkle of raisins, some crushed walnuts and a dash of cinnamon. You may want to add a drizzle of maple syrup or honey too. Mix well and leave in the fridge overnight to enjoy the following morning.

-          A great way to include some veg at breakfast!

A bowl of food on a plate

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**Quick Carrot Salad**

Grate some carrots and mix these with a little dollop of Greek yoghurt or mayonnaise and a squeeze of lemon or orange juice.  Add in some peanuts and dried fruit like raisins or chopped apricots and mix well. It’s a delicious side salad or great to have along with crackers and cheese. It keeps for 3-4 days in the fridge, so it's worth making a batch.

-          A great combo for helping you absorb more of the vitamin A from the carrots. Vitamin A is fat-soluble and so is better absorbed when combined with fat, such as from nuts or yoghurt.

A person smiling at camera

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Dr Laura Wyness**,** Registered Nutritionist

With almost 20 years’ experience in public health nutrition, Dr Wyness is passionate about making nutritional science accessible and supporting healthier eating habits; all while encouraging a positive relationship with food.

Her work involves writing evidence-based reviews and contributing to campaigns like VegPower - launched to tackle the fact that 80% of children are not eating enough vegetables - and British Carrot Day. Another key area of interest for Dr Wyness is women’s health and the menopause. She is the author of *Eating Well for Menopause.*

www.[laurawyness.com](http://laurawyness.com)