Grimmway Farms is committed to encouraging Americans to choose a nutritious diet by increasing awareness of the benefits of eating more fruits and vegetables. In 2012, Grimmway Farms teamed up with NBC’s hit reality TV series “The Biggest Loser,” and Grimmway Farms baby carrots, along with other fruits and vegetables, were featured on Season 14 as a part of the show’s signature food plan for healthy living.

**Baby Carrot Nutrition Facts**

Carrots are a nutrient powerhouse, providing essential vitamins and minerals along with dietary fiber and a variety of health-promoting phytochemicals.

- One serving of baby carrots (85 grams; about 9 medium baby carrots) provides just 35 calories and is a source of over 15 vitamins, minerals and phytochemicals, including vitamin A, vitamin K, vitamin C, potassium, calcium, phosphorus, magnesium and niacin. ¹
- Known as a food rich in beta-carotene, just one serving of baby carrots provides over 100 percent of the Daily Value for vitamin A.
- The 2010 Dietary Guidelines for Americans recognize vitamin A as a nutrient that is underconsumed by most Americans. Forty-four percent of Americans are not meeting the recommended intake for vitamin A (Daily Value of 5000 IU), with an average intake of 2003 IU, as compared to the Daily Value of 5000 IU.²
- While carrots are rich in beta-carotene, they also contain a number of phytochemicals, including other carotenoids such as lutein and alpha-carotene, anthocyanins, hydroxycinnamic acids, and polyacetylenes such as falcarinol.
- In addition to providing a source of dietary fiber (2 grams per serving), baby carrots contain 8 grams of carbohydrate, and only 5 grams of sugar per serving. As a root vegetable, carrots are among the lowest in carbohydrate content. One serving of carrots contains 6 grams of net carbohydrates and only 35 calories.
- Carrots, on average, have a low glycemic index (GI) of 47±16 for one serving (85 grams), and a glycemic load (GL) of 3. Foods with a GI less than 55 are considered low GI foods.³

---

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Amount/Serving</th>
<th>% Daily Value*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories: 35</td>
<td>Calories from Fat 0</td>
</tr>
<tr>
<td>Total Fat: 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Saturated Fat: 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Trans Fat: 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Cholesterol: 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Sodium: 56mg</td>
<td>3%</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>120%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>10%</td>
</tr>
<tr>
<td>Total Carbohydrate: 8g</td>
<td>3%</td>
</tr>
<tr>
<td>Dietary Fiber: 2g</td>
<td>8%</td>
</tr>
<tr>
<td>Sugars: 5g</td>
<td>0%</td>
</tr>
<tr>
<td>Protein: 1g</td>
<td></td>
</tr>
</tbody>
</table>

* Percent Daily Values are based on a 2,000 calorie diet.
The 2010 Dietary Guidelines for Americans recommend that healthy adults eat at least 2½ cups per day of vegetables, including 5½ cups per week of red and orange vegetables. Unfortunately, few Americans consume the amounts of vegetables recommended as part of healthy eating patterns. A study using National Health and Nutrition Examination Survey (NHANES) data reports 90 percent of the U.S. population have mean usual intakes of vegetables that fall short of daily recommendations, with orange vegetables among the food groups most underconsumed. One cup of baby carrots counts as one cup of orange vegetables.

- An analysis of NHANES data shows that vegetable consumption decreased from an average of 2.6 portions a day in the late 1970s to just 1.9 portions in 2007/8. And while 12 percent of Americans surveyed in the late 1970s reported eating no fruit or vegetables the previous day, this figure had risen to 25 percent three decades later.
- According to a study published in the American Journal of Preventive Medicine, less than one third of adults eat the USDA recommended intake of vegetables, and consumer research reports that only six percent of the population achieves their target vegetable consumption in an average day.

The 2010 Dietary Guidelines for Americans and nutrition experts recognize a plant-based diet rich in fruits and vegetables as a healthy eating pattern that is associated with decreased risk of obesity and certain chronic diseases such as cardiovascular disease, diabetes and some cancers. A number of studies support the health benefits of carotenoids and eating carrots, primarily in the areas of cardiovascular health and reduced risk of certain cancers.

- Research published in the British Journal of Nutrition showed that when looking at fruits and vegetables of differing color groups, a higher intake of deep orange fruits and vegetables was associated with a significantly lower risk of coronary heart disease. Carrots were the most commonly consumed vegetable in the deep orange color group (representing 60% of the category), and each 25-gram per day increase in the intake of carrots (less than one-quarter cup or about 3 medium baby carrots) was associated with a 32 percent lower risk of coronary heart disease.
- A high intake of carotenoids has been associated with a reduction in postmenopausal breast cancer and decreases in the incidence of cancers of the bladder, cervix, prostate, colon, larynx and esophagus.

References
2. What We Eat in America, NHANES, 2007-2008, individuals aged 2 and older.