

ONTARIO CARROTS

FROM FIELD TO TABLE

How one of Ontario's top vegetables makes it to your plate.

CANADIANS EAT
9.9 KG
EACH YEAR

6. CONSUMING

Consumers love carrots. It's no surprise that they're one of the most popular vegetables in the world. While 72% of the Ontario carrot crop stays in Canada, we export nearly 28% to the US. They're a healthy choice that tastes great and can be enjoyed raw or cooked in a variety of recipes.

1. PLANTING

Carrots are the second-largest field vegetable crop produced by Ontario farmers. Most farms are located in the Bradford area, where nutrient-rich soils produce top-quality carrots that are perfectly sized and full of flavour and colour.

900+
ONTARIO
FARMS

2. GROWING

Growers use advanced technology to keep the crop healthy all season long. Fields are irrigated in dry periods and drained in times of excess moisture. Farmers also practice integrated pest management to protect the plants from insects, weeds and disease.

400+
JOBS

\$15.8 M
LABOUR
INCOME

= ENOUGH
CARROTS TO FILL

79

OLYMPIC-SIZE
SWIMMING POOLS

3. HARVESTING

Farmers harvest carrots by machine from August to November. Ontario farms harvested 8,498 acres in 2018, equating to more than 198,000 tons of carrots. Financially speaking, the crop generated \$83.7M in economic impact at the farm gate level.

FARMERS INVEST
MILLIONS
IN EQUIPMENT
AND STORAGE
FACILITIES

5. STORING

Shoppers can buy great tasting fresh carrots year-round thanks to state-of-the-art storage facilities. Ontario's carrot farmers and packers have invested millions to ensure ideal air circulation, temperature and humidity control in their storage facilities.

4. PROCESSING

After leaving the field, carrots are cleaned and processed. Just over 80% of the crop goes to the fresh market, where carrots are used whole or with minimal processing (e.g., shredded, diced, sliced, baby carrots). The rest of the crop is processed and frozen to lock in goodness. Fresh carrots contributed a further \$70M to the economy.

80%
FOR FRESH
MARKET