



## NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

Media Advisory

### Purple Carrots

*A Kaleidoscope of Carrots for Nutritional Needs and Market Niches*

Washington, DC – June 12, 2006 –By reaching into the past, potential genetic improvements in carrots and other fruits and vegetables could benefit consumers and open new markets today. Purple Carrots will be the focus of a National C-FAR ‘Lunch~N~Learn’ Hill Seminar by Dr. Philipp Simon on June 12 from 12:30-1:30 PM in Room SC-4 of the Capitol.

“We can look at one common vegetable, carrots, and begin to get some idea about where our food comes from, and where it may be going,” observed Simon. “The carrots our ancestors ate include a striking rainbow of colors that could benefit consumers and expand markets today.”

Dr. Simon is a research geneticist with The U.S. Department of Agriculture’s Agricultural Research Service at the University of Wisconsin’s Department of Horticulture. His research explores potential genetic improvements in carrots including not only the familiar orange color, but also purple, red, yellow, and white. Many other vegetables and fruits include a kaleidoscope of colors in their past that could benefit consumers and open new markets today.

“We are honored to have Dr. Simon featured in today’s ‘Lunch~N~Learn’ Hill Seminar,” said Joe Layton, President of National C-FAR. “This is an excellent example of how federal investments in food and agricultural research can provide public benefits.” M. Stephanie Patrick, American Dietetic Association Vice President and National C-FAR Board member, will moderate the seminar.

The seminar is open to the media. Questions related to Dr. Simon’s presentation should be directed to Jennifer Weber, American Dietetic Association, at [jweber@eatright.org](mailto:jweber@eatright.org) or (202) 775-8277.

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**NATIONAL C-FAR IS** a nonprofit, nonpartisan, consensus-based and *customer-led* coalition that brings food, agriculture, nutrition, conservation and natural resource stakeholders together with the food and agriculture research and extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension and education. National C-FAR’s “LUNCH~N~LEARN” Hill Seminar Series regularly presents leading-edge researchers working to provide answers to pressing issues confronting the public and Congress. Interviews with National C-FAR President Joe Layton are available by request. For additional information, go to [www.ncfar.org](http://www.ncfar.org); or contact Tom Van Arsdall, Executive Director, at [tom@vanarsdall.com](mailto:tom@vanarsdall.com).