

ABSTRACT

We have a vast and changing array of foods available to us today. How did we come to have these foods? Why do Americans eat what we do? These questions elicit many complicated answers, but 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. The carrots our ancestors ate include a striking rainbow of colors that could benefit consumers and expand markets today. Dr. Simon's 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.

SPEAKER BIOGRAPHY

Dr. Phil Simon is a Research Geneticist with the United States Department of Agriculture, Agricultural Research Service, Vegetable Crops Research Unit, and a Professor in the Department of Horticulture at the University of Wisconsin where he leads the national carrot improvement project. He received his B.S. in Biology from Carroll College in 1972 and his M.S. in 1975 and Ph.D. in 1977 both in Genetics at the University of Wisconsin-Madison. His research deals with genetics and breeding of carrot and to a lesser extent garlic, cucumber, and potato with a focus on the improvement of nutritional and culinary quality. Dr. Simon works with vegetable seed and production industry, and the breeding stocks he has provided to them is involved in most of the U.S. carrot crop grown today.

THE NATIONAL COALITION FOR
FOOD & AGRICULTURAL RESEARCH

www.ncfar.org

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LUNCH ~ N ~ LEARN SEMINAR



THE NATIONAL COALITION FOR
FOOD & AGRICULTURAL RESEARCH

Program:

PURPLE CARROTS

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

June 12, 2006

PROGRAM

Welcome and Introduction

M. STEPHANIE PATRICK
National C-FAR Board Member

Distinguished Speaker

DR. PHILIPP SIMON
USDA, Agricultural Research Service
Vegetable Crops Research Unit
Professor, Department of Horticulture
University of Wisconsin

Open Forum

Closing

M. STEPHANIE PATRICK

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