



## History of our classic carrot

It is thought that the carrot first came from Afghanistan sometime around the 7th Century AD, when they were originally purple!



Carrots were known to both the Greeks and Romans. In fact, the Greeks called the carrot “Philtrion” which is derived from the word philein “to love”

Carrots moved to England, during Elizabethan times. Some Elizabethans ate the roots as food; others used their feathery stalks to decorate their hair, their hats, their dresses, and their coats.



### Dig For Victory!

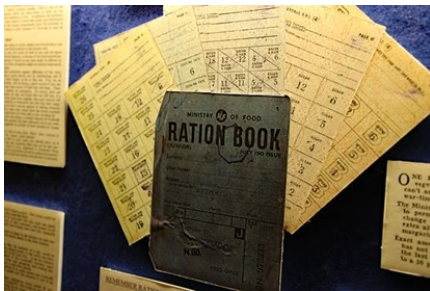
When the Second World War broke out, the British government had to encourage the British people to eat more vegetables. The Dig for Victory campaign was an extremely important part that the public could participate in as towards helping the war effort. The Dig for Victory campaign was all about people coming together to help keep the country fed well, whilst the war was going on.



During WW2 the government instituted rationing to ensure fair shares of available food at affordable prices for all.



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Foods such as meat and dairy produce were strictly rationed. Each home was provided with a ration book to make sure everything was shared fairly.

Victory gardens, also called war gardens were vegetable, fruit, and herb gardens planted at private residences and public parks in the United Kingdom. The British public, were instructed to dig up their flowers and lawns, to plant carrots, potatoes and other vegetables, this all contributed to keeping the country as healthy as possible.



An old folktale says 'eating large quantities of carrots helps us to see in the dark'! These stories originated in World War II, saying carrots helped the pilots see during night flights.

The Ministry of Agriculture promoted carrots heavily in 1941 as a substitute for other more scarce vegetables. The Dr Carrot character was based on the Chantenay variety of carrot, grown during World War II. He carries a bag of vitamin A as the Ministry of Food recognized the value of the carrot in providing high levels of this vital vitamin.

