

British Carrot Day

Social Media Toolkit



Great
British
Carrots



What is British Carrot Day?

Taking place on 3 October each year, it is THE day to celebrate the British carrot and our growers. Go out and buy, cook, eat and get creative with carrots.



Why has this day been created?

To shine a spotlight on one of the nation's favourite vegetables!

Carrots are affordable, tasty, nutritious, super versatile and when you buy British, you're supporting your local farmers too...



Why buy British carrots?

When you buy British carrots, you're not just choosing a healthy snack - you're supporting local farmers who work hard to grow some of the freshest carrots available. UK carrots are harvested all year round, so they're always in season and full of flavour.

Growing carrots takes skill, investment and specialist knowledge. Farmers want to see carrots being valued and, above all, to be paid a fair price for their efforts. By choosing British carrots you're helping protect local farms, support high food standards and cut down food miles. You're opting for produce that's grown in UK soil and not flown from overseas.

Help us get the message out on social media...



Follow us on social media...



British Carrot Growers Association



@lovebritishcarrots



@CarrotGrowers





Great
British
Carrots

Dig up some creative content
and post a carrot-tastic buzz
on social media. Tag us in
your posts and add the
hashtag...

#BritishCarrotDay





Here's a little social text inspiration...

How do you like to eat your carrots? We like ours (add your preference)
#BritishCarrotDay

We're celebrating UK carrot farmers for
#BritishCarrotDay

Are carrots on your menu for
#BritishCarrotDay today?

It's #BritishCarrotDay - a day to celebrate and love all that is good about carrots!



To download
logos, social
media templates
and colouring in
posters, click
[here](#)





"Try out some of my recipes on this slide and the next one, or click [here](#) to check out more recipes via the BCGA website"

- Haley Bell,
Registered Nutritionist

Warm roasted carrot, potato & apple salad with goat's cheese

Ingredients (serves 2-3)

400g carrots
350g baby potatoes
1 red onion
1 medium British eating apple, cut into bite-sized chunks
70g soft goat's cheese
30g hazelnuts
1 tbsp rapeseed oil
Fresh thyme
Small handful flat-leaf parsley
Salt and black pepper

For the dressing

1 tbsp wholegrain mustard
2 tsp runny honey
1 tbsp apple cider vinegar
1-2 tsp rapeseed oil
Black pepper

Method

Preheat the oven to 200°C fan.

- Trim the carrots and halve them lengthways, quartering any thicker ones. Halve the baby potatoes, cutting larger ones into quarters. Peel the red onion and cut into wedges.
- Add the carrots, potatoes and red onion to a large metal baking tray. Drizzle over the 1 tbsp rapeseed oil, add a few sprigs of fresh thyme, season with salt and pepper and toss well.
- Spread everything into a single layer and roast for 35-40 minutes, turning after around 20 minutes, until the potatoes are golden, the carrots are caramelised at the edges and the onion is soft.
- Meanwhile, toast the 30g hazelnuts in a dry frying pan for around 3-5 minutes, then cool slightly and roughly chop.
- Mix the dressing ingredients together until combined.
- Just before assembling, core the apple and cut into bite-sized chunks. Toss with around 1 tsp of the dressing to help keep it fresh.
- Transfer the warm roasted vegetables to a shallow serving dish. Add the apple chunks and pour over around two-thirds of the dressing, then gently toss.
- Crumble over the 70g goat's cheese and scatter over the toasted hazelnuts.
- Drizzle over the remaining dressing and finish with flat-leaf parsley..



"Here's a personal favourite
that's quick and easy to
make, and healthy to eat."

- Haley Bell,
Registered Nutritionist

Carrot cake baked oat squares

Ingredients (serves 6)

200g rolled oats
200g carrots, finely grated
2 eggs
220ml semi-skimmed milk
100g thick natural or Greek-style yoghurt
30g runny honey
1 tsp vanilla extract
1 tsp ground cinnamon
-1 tsp ground ginger
1 tsp baking powder
30g walnuts, roughly chopped
For the topping
80g light cream cheese
100g thick natural or Greek-style yoghurt
10g runny honey
tsp vanilla extract
Finely grated lemon zest, optional
10g chopped walnuts, to finish

Method

- Preheat the oven to 180°C fan and lightly grease a medium ceramic baking dish.
- Blitz 100g of the oats into a flour-like consistency, leaving the other 100g whole.
- Crack the eggs directly into the baking dish and whisk together with the milk, yoghurt, honey and vanilla.
- Add the cinnamon, ginger and baking powder and mix well.
- Stir in the ground oats and whole oats, then fold through the grated carrot and 20g of the chopped walnuts.
- Spread the mixture evenly in the dish and bake for 35–40 minutes, until golden and set through the centre.
- Leave to cool completely.
- Mix the cream cheese, yoghurt, honey and vanilla until smooth, adding a little lemon zest if using.
- Spread over the cooled baked oats and finish with the remaining 10g chopped walnuts.
- Cut into 6 squares to serve.



"If you want to discover more about growing British carrots, click on the play button to watch BASF's 'Follow a Farmer' video with me."

- Rodger Hobson
Chairman British Carrot Growers Association





JCM&Co

Holly Jones, Client Manager
Email:
holly.jones@britishgrowers.org

The media agency behind the
British Carrot Growers
Association
Email:
jane@jcmandco.media

The growers of the British Carrot Growers Association:

