

**RESEARCH AND DEVELOPMENT FINAL PROJECT**

**CAROTENE**

**Utilization of Carrot as Vitamin A Source Jam**



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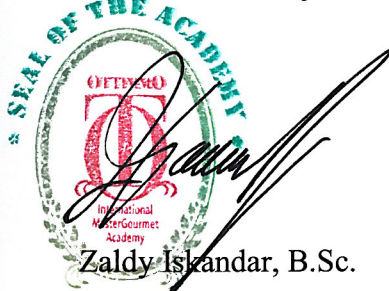
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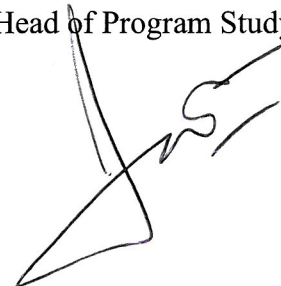
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## **EXECUTIVE SUMMARY**

Carrots were one of the vegetables examined in recent research on foods rich in beta-carotene and bone health. More specifically, intake of yellow/orange and green vegetables was evaluated to see if greater intake was related to greater bone mass. Interestingly, participants who ate at least one serving per day of yellow/green vegetables had healthier bone mass than participants who ate less than one serving per day. In addition, participants who ate less than one serving per day actually had low bone mass that might serve to put them at risk for bone-related health problems. What was most striking to us about this study was the relatively small amount of yellow/green vegetables associated with bone benefits. We were reminded about how much can be accomplished with relatively small changes in a meal plan, especially changes that incorporate foods as rich in beta-carotene as carrots.

“Carotene” market segments are for all kinds of people and ages, from children to adults, people with healthy lifestyle, also vegetarian and non-vegetarian. We will begin to promote our products by social media and promote in the super market, minimarket, even the traditional market, “Carotene” selling price is of Rp 21.000 / jar with nett weight 250 gram.