## THE PROSPECT OF USING THE CARROT OF INCREASED CAROTENE CONTENT IN FUNCTIONAL FOODS

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## Abstract

Carrots are a high value raw material, that has nutritional, as well as biological value. It also provides a way to correct human nutritional state and to improve one's immunity to disease. Lately, Vitamin A deficiency has been considered World-wide problem number 3, right after the lack of energy and proteins in dietary intake. Taking into account the high biological activity of vitamin A, carrot selection based on a high carotene value remains a highly relevant problem. The consumption of products with health-improving natural ingredients is constantly rising in the world of healthy diets, and natural products from carrots can contribute to this. The purpose of this study was to evaluate the amount carotene in the root of the orange carrot plant sort, and to determine an assortment of canned carrot goods with high biological value based an carotene content. Presented are the results of the study of carrots cultivated in Moldova in 2013. An assortment of carotene containing canned goods, which can satisfy the daily need in β-carotene, has been identified.

**Key words**: carrots, hybrid, processing, selection  $\beta$ -caroten