

**JUST  
VEG.**

*Healthy  
Made Easy*

# *Winter Recipe Book*



**Only at Woolworths**







JUST  
VEG

Healthy made easy

CARROT  
STICKS



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# Welcome

## **THANKS FOR DOWNLOADING OUR JUST VEG. WINTER RECIPE BOOK.**

We've designed it to inspire you and make life a little bit easier in the kitchen.

These recipes are designed to warm tummies during winter, without putting too much stress on the household chef!

### **JUST VEG.**

*Healthy Made Easy!*

# Waste Not, Want Not.

## At Just Veg. we hate food waste.

We're Queensland carrot farmers and before Just Veg. we wasted a portion of our carrot crop (up to 15%) because the carrots were wonky, didn't look fabulous, or had splits.

We like to say they weren't the supermodels of the carrot world.

These carrots were still nutritious and tasty; they just didn't look as perfect as the rest of the crop.

We donated these carrots to food charities and fed them to the cattle.

But we knew there must be other options to use the 'perfectly imperfect' carrots.

Like you, our lives are busy and we know the struggle to eat healthy food and snacks is real.

'Imagine being able to grab a healthy

vegetable snack instead of a packet of chips or biscuits,' we thought.

And that's how Just Veg. came to be.

By the time we've cut the wonky carrots into sticks and shred you'd never know they used to be 'ugly'.

Just Veg. is good news for farmers and shoppers.

It reduces food waste and provides quick and easy healthy snacking, salad and vegetable options for busy people.

Eat on the run. Snack from the packet. Microwave in the bag.



.....  
**WANT TO KNOW MORE ABOUT  
OUR JOURNEY? WATCH THIS  
GREAT ABC LANDLINE STORY...**  
.....



Click image above to play video, or [view online here](#).







*Alice, Gen, Jane, Vicki, Tracey*

## *Meet the women behind Just Veg.*

Just Veg is a healthy food business that's powered by farmers' wives.

Really.

When our husbands needed a solution to their ugly vegetable problem they asked for our help.

We're five professional women (Alice, Gen, Jane, Vicki & Tracey) who fell in love with vegetable farmers.

Between us we have six university degrees, 11 children and lots of jobs.

When you're married to a farmer you become the unofficial farm helper – the Swiss Army Wife.

If there's a random job that needs doing, it's often the wife who is asked to lend a hand.

So when our husbands announced they needed

to solve the problem of wonky, damaged and ugly vegetables, we were happy to help.

How, we wondered, can we find a home for the wonky carrots, solve the waste problem and help busy people stay healthy?

By taking the hard work out of vegetable prep, that's how!

Woolworths Supermarkets came on board and backed our vision and now our range is stocked in 750+ Woolies stores in Queensland, New South Wales, Victoria, South Australia and the Northern Territory.

We hope you enjoy our Just Veg. cut carrots and thank you for your support.

Together we can reduce food waste and give new life to the veggies that aren't supermodels!







# CARROT FRIED RICE

*Prep Time 15 minutes / Cooking Time 30 minutes / Serves 4*

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## INGREDIENTS

300g bag **Just Veg. Carrot Sticks**  
3 tbsp olive oil  
1½ cups brown rice  
2 eggs, lightly beaten  
150g bacon, chopped  
2 green shallots, chopped  
2 tbsp soy sauce or tamari  
2 tbsp honey  
1 cup bean sprouts, trimmed  
½ cup coriander leaves, plus extra to serve  
Sea salt & cracked pepper  
Fried shallots to serve

## METHOD

Preheat oven to 180°C or 160°C fan-forced.

Line an oven tray with baking paper. In a medium bowl toss **Just Veg. Carrot Sticks** with 2 tablespoons of the olive oil, sea salt and cracked pepper. Place onto the prepared tray in a single layer. Roast for 20-25 minutes until golden.

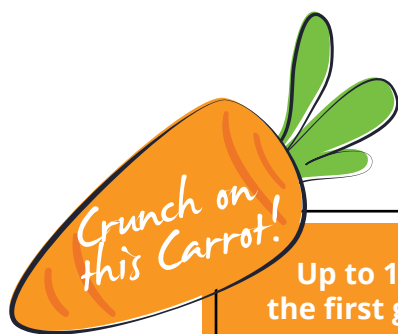
Meanwhile, cook brown rice as directed on the packet.

In a large frypan, heat remaining oil over medium high heat. Add eggs and cook for 1 minute until set, roll up omelette and set aside on a plate, cool. Slice.

Wipe pan clean and cook bacon for 2-3 minutes until golden.

Add shallots, roasted carrots and brown rice. Cook, stirring for 2 minutes. Add soy sauce, honey, bean sprouts and coriander and toss to combine.

Serve with fried shallots, sliced omelette and extra coriander leaves.



Up to 15% of a carrot crop won't make the first grade.

These 'perfectly imperfect' carrots are either too wonky, mis-shapen, or split.

We cut them into Just Veg. sticks & shred to reduce food waste on our farms.







# CARROT & COCONUT SAVOURY CAKES

*Prep Time 20 minutes / Cooking Time 25 minutes / Makes 6*

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## INGREDIENTS

2 x 300g bags **Just Veg. Carrot Shred**  
2 cloves garlic, chopped  
2 green shallots, chopped  
2 tsp chopped thyme leaves  
Sea salt and cracked pepper  
2 tbsp coconut oil  
2 eggs, lightly beaten  
3 Roma tomatoes, halved  
Micro herbs to serve  
100g rocket leaves to serve  
Lemon cheeks to serve

## LEMON MAYONNAISE

2 tbsp mayonnaise  
1 tbsp lemon juice

## METHOD

Preheat oven to 180°C or 160°C fan-forced.

Spray a six hole half-cup capacity muffin tin with cooking oil. Line the bases with a small circle of baking paper. Line an oven tray with baking paper.

Combine **Just Veg. Carrot Shred**, garlic, shallot, thyme in a medium-sized bowl and season with salt and pepper.

Heat coconut oil in a large non stick frypan over high heat, add carrot mixture, and stir for 2-3 minutes until softened.

Cool, add egg and stir to combine.

Divide carrot mixture evenly among muffin holes, pressing firmly into the base.

Bake for 15-20 minutes until golden.

Place tomatoes cut side up onto prepared tray and season with salt and pepper.

Roast for 15 minutes until soft and golden.

In a small bowl combine mayonnaise and lemon juice and stir.

Top carrot cakes with roasted tomatoes and micro herbs and serve with rocket leaves and lemon cheek.

Drizzle with lemon mayonnaise dressing and serve.





# CARROT & POTATO BAKE

*Prep Time 10 minutes / Cooking Time 70 minutes / Serves 4 - 6*

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## INGREDIENTS

300g bag **Just Veg. Carrot Shred**  
50g butter, plus extra to grease  
1 onion, finely diced  
1 clove garlic, finely chopped  
10 sage leaves  
500g Desiree potatoes, peeled,  
very finely sliced (use a mandolin to  
achieve 1-2mm thick slices)  
200g Greek-style natural yoghurt  
2 tbsp tahini  
½ cup cream  
1 tbsp Dijon mustard  
½ cup grated parmesan cheese  
⅓ cup olive oil

## METHOD

Preheat oven to 180°C or 160°C fan-forced.

Grease a six cup capacity baking dish with extra butter.

Heat a large fry pan over medium high heat, add remaining butter.

Cook onion and garlic and six sage leaves for two to three minutes until golden and soft.

Add **Just Veg. Carrot Shred** and cook for one to two minutes until just starting to soften.

Layer one-third of the sliced potatoes into base of prepared dish and season with salt and pepper.

Top with one-third of the carrot mixture.

Repeat layers with half remaining potato and carrot mix, ending with a carrot layer.

Season with salt & pepper.

In a small bowl, place yoghurt, tahini, cream and Dijon mustard. Stir to combine.

Pour over carrot bake and sprinkle with parmesan cheese.

Cover with foil and place onto a tray lined with baking paper and cook for 35 to 40 minutes until tender.

Remove foil and cook for a further 25 to 30 minutes until golden and potatoes are tender.

Heat oil in a small frypan over medium high heat. Add sage leaves and cook for 30 seconds to 1 minute until crisp and very green. Drain on paper towel.

Serve topped with crispy sage leaves.





*Carrot Chips*



*Honey Roasted Carrots*



# CARROT STICKS TWO WAYS

*Prep Time 5 minutes / Cooking Time 10 minutes / Serves 2-3*

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## CARROT CHIPS

### INGREDIENTS

1 bag **Just Veg. Carrot Sticks**

Olive oil spray

¼ tsp salt

¼ tsp paprika

2 tbsp semolina

### GARLIC AIOLI (optional)

2 cloves garlic

¼ tsp salt

½ cup of mayonnaise

2 tbsp olive oil

1 tbsp fresh lemon juice

### METHOD

Preheat the grill inside your oven.

Place semolina, salt and paprika into a cup and combine.

Place **Just Veg. Carrot Sticks** on baking paper lined tray.

Spray with olive oil and sprinkle over the semolina mixture.

Grill for 5-10 minutes (depending on how hot your grill gets, just keep an eye on the carrots) until the tops begin to colour.

Serve as a snack, or as an accompaniment to your lunch or dinner.

Dip your carrot chips in this simple **Garlic Aioli**

Mash garlic and mix with salt until a paste forms. Whisk in mayonnaise, olive oil and fresh lemon juice.

Season with salt & pepper.

## HONEY ROASTED CARROTS

### INGREDIENTS

1 bag **Just Veg. Carrot Sticks**

1 tbsp ground cumin

1 generous tbsp honey

2 tsp smoked paprika

½ tsp salt

3 tbsp olive oil

1 tbsp sesame seeds

### METHOD

Preheat oven to 180°C (fan-forced)

Combine all ingredients together by tossing them on a tray lined with baking paper.

Even the **Just Veg. Carrot Sticks** out so they are on one layer.

Bake for 15-18 minutes until browned.









# CARROT MEATBALLS

*Prep Time 10 minutes / Cooking Time 30 minutes / Serves 2-3*

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## INGREDIENTS

1 cup **Just Veg. Carrot Shred**  
500g lean beef mince  
1 tsp salt  
1 tsp cumin  
¼ red onion, finely diced  
½ tsp cracked black pepper  
1 egg

## METHOD

Place everything into a bowl and combine well, using your hands.

Heat a non-stick pan on medium and begin to roughly roll little balls, slightly smaller than golf balls.

Place directly into the pan as you go.

You can do these in batches if your pan doesn't fit them all.

Turn the meatballs every two minutes until browned all over.

Serve on toothpicks.



Carrots take between 100 and 140 days to grow.

The warmer the weather, the faster they grow.





# FABULOUS & FAST CARROT SOUP

*Prep Time 5 minutes / Cooking Time 25-30 minutes / Serves 4*

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## INGREDIENTS

1 bag **Just Veg. Carrot Shred or Sticks**  
1 large potato cubed  
30g butter  
1 large onion, diced  
1 clove garlic  
½ tsp curry powder  
½ tsp cumin  
4 cups vegetable stock  
Salt & pepper to taste  
Chives & parsley for garnish

## METHOD

Melt butter in a large saucepan.

Add vegetables, stir slightly over low heat until soft.

Add seasoning. Pour in the stock and simmer until cooked (about 25 minutes).

Puree. Add more water if your soup is too thick.



As the carrots grow we use 'good' bugs to kill the 'bad' bugs which try to destroy our crops.

It's called Integrated Pest Management (IPM) and helps our crops stay healthy!





# SLOW COOKED BEEF CASSEROLE WITH CARROT

*Prep Time 15 minutes / Cooking Time 5 to 9 hours / Serves 5*

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## INGREDIENTS

1 bag of **Just Veg. Carrot Shred**  
Olive oil spray  
1 kg gravy beef, diced  
500g baby potatoes, halved or quartered  
500mL beef stock  
2 garlic cloves, minced  
1 large red onion, peeled and sliced  
2 tsp dried thyme  
2½ tbsp tomato paste  
2 tbsp Worcestershire sauce  
1 tbsp smoked paprika  
3 bay leaves  
⅓ cup plain flour  
Parsley to serve

## METHOD

Coat beef lightly in flour and pan fry in a little olive oil.

Turn each piece and cook until golden.

Transfer cooked beef and all other ingredients except the parsley into your slow cooker.

Stir to combine and replace the lid and cook on HIGH for 4½ hours, or on LOW for 8-9 hours.

If you're home, stir halfway through.

Once cooked, remove the bay leaves and serve with fresh parsley.



Everyone wants to know how we grow straight carrots?

The length and straightness of a carrot is determined in the first three weeks of growing.

The better the soil preparation, the straighter the carrot.

Nirvana is soft, friable soil.





# CHILLI CON CARNE

*Prep Time 10 minutes / Cooking Time 30 minutes / Serves 4*

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## INGREDIENTS

Half a bag of **Just Veg. Carrot Shred**  
2 tbsp extra virgin olive oil  
1 red onion, skin removed and finely diced  
400g can crushed tomatoes  
400g can red kidney beans, drained and rinsed  
400g lean beef mince  
2 tbsp tomato paste  
¼ cup Mexican-style seasoning (see below)  
1 tsp sea salt (or to taste)  
Avocado, lime, coriander and chilli to serve

## MEXICAN-STYLE SEASONING

The Mexican-style spice mix is really easy to make up from the usual culprits in your spice rack and it keeps for ages in the cupboard. Simply combine everything in a jar and shake. Use for taco seasoning, chilli con carne, guacamole seasoning or spicy carrot chips!

¼ cup smoked paprika  
2 tbsp cumin  
¼ tsp cayenne pepper  
2 tsp dried oregano leaves  
2 tsp sea salt  
1½ tsp garlic powder  
1½ tsp onion powder  
¼ tsp cracked black pepper

## METHOD

Heat heavy based saucepan on medium, add olive oil and onion.

Saute for five minutes until onion begins to turn translucent.

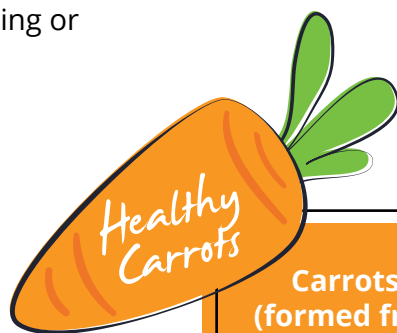
Add mince. Cook, breaking into smaller pieces, until browned.

Add Mexican-style seasoning and saute for a minute until fragrant.

Add tomatoes, beans, **Just Veg. Carrot Shred**, salt and tomato paste with half a can of water.

Simmer for 15-20 minutes until water has evaporated and sauce is thick.

Serve with toppings!



Carrots are a good source of Vitamin A (formed from carotenoids) and Vitamin C, which helps maintain healthy skin.

Carrots are also a source of vitamins B6 and C, plus contain potassium, which helps contribute to a healthy brain and nervous system.





# ANNIE'S CARROT CAKE

*Prep Time 10 minutes / Cooking Time 45 minutes / Serves 8*

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Annie Rieck has been growing carrots in Queensland's Fassifern Valley for more than two decades. Her carrot cake is highly-regarded throughout the district. She first developed this recipe as a way to use the many carrots growing in the paddocks around her house. Annie is also mother-in-law to Tracey from our **Just Veg.** team.

## INGREDIENTS

1½ cups of **Just Veg. Carrot Shred**  
½ cup of walnuts  
2 eggs  
1 cup caster sugar  
¾ cup oil (olive or vegetable)  
½ tsp vanilla  
1 cup plain flour  
1 tsp bi-carbonate soda  
½ tsp salt  
1 tsp mixed spice (more if you want)

## METHOD

Preheat oven to 180°C or 170°C fan-forced.

Combine the eggs, sugar, oil and vanilla and beat with an electric mixer.

Sift the flour, bi-carbonate soda, salt and spice and add to the mixture.

Mix well.

Stir in the **Just Veg. Carrot Shred** and walnuts.

Pour the mix into a 20cm ring or round tin and bake for 45 minutes.

Choose your preferred icing.

## CREAM CHEESE FROSTING

30 grams of butter

60 grams of cream cheese

Grated lemon rind to taste

1½ cups of sifted icing sugar

Mix ingredients and ice the cooled cake.

## LEMON FLAVOURED BUTTER ICING

¾ cup of icing sugar

1 tbsp of butter

Lemon essence to taste

A capful of milk

Beat well and ice the cooled cake.





# CHOCOLATE CARROT CAKE

*Prep Time 15 minutes / Cooking Time 75 minutes / Serves 8*

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## INGREDIENTS

2½ cups wholemeal flour  
2 cups **Just Veg. Carrot Shred**  
225g tin crushed pineapple, drained  
1½ cups brown or rapadura sugar  
½ cup milk  
½ cup olive oil  
4 eggs  
⅓ cup cacao powder  
1 tsp cinnamon  
1 tsp baking powder  
Pinch of salt

## METHOD

Preheat oven to 180°C or 160°C fan-forced.

Combine all dry ingredients together in a bowl.

Add all wet ingredients and combine well with a spoon.

Pour batter into a square cake pan lined with baking paper.

Bake for 75 to 80 minutes, or until a skewer comes out clean.

Cool and serve.



Add Just Veg. to lunchboxes, dips, cakes, salads, sandwiches, soups, stir-fries and stews.



# JUST VEG. *Farm Life*

