OBTAINING OF CARROT FLOUR (*Daucus carota* L.) WITH POTENTIAL TO BE USED IN BAKERY

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Flour obtained from fruits and vegetables have been increasingly employed in the food industry, since their addition can enrich foods by increasing their nutritional quality. Among bakery products, cookies stand out due to their long shelf life and wide acceptance. The aim of this study was to produce carrot flour and assess its potential to be added in the formulation of cookies, sensory tested. Cleaned carrots were grated and placed in a tray drier with forced air circulation and maintained at 60°C for 5 hours. Subsequently, the material was fragmented in microprocessor and analyzed in a vibrating sieve Tyler series (28, 48, 60, 80, 100 and 115 mesh). For the preparation of cookies, carrot flour was added to wheat flour at concentrations of 10%, 20% and 30%. The yield of flour obtained from fresh carrots was 10.37% with 55% retained in the 48 mesh. The data analysis of the sensory tests showed averages above 7.0 for the parameters: color, flavor, texture, smell and overall acceptability for the three formulations, however, the formulation added of 30% carrot flour differed from the others (p <0.05) in the overall acceptance. In assessing the purchase intention, there was no difference between formulations, which had averages above 4.0. These results suggest carrot flour as a promising alternative to the enrichment of cookies, since it do not compromise the sensorial acceptance.