

Title: BEET



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Date: August 23rd, 2021

### 1. Identification.

- A. *CLDR short name*: root-vegetable
- B. *Other keywords*: beet | kohlrabi | daikon | rutabaga | turnip | radish | jicama | food | vegetable

### 2. Images

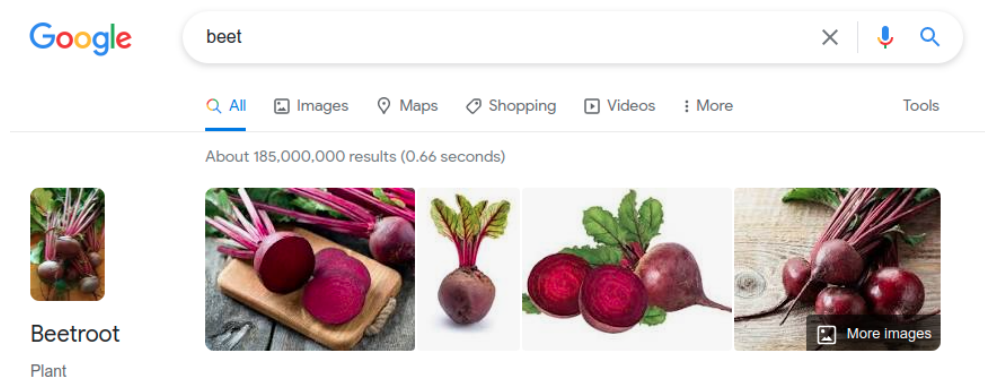
- A. *ZIP File*: attached.
- B. *License*: Submitters own all IP rights to the images submitted, as they were the submitters' own original work.
- C. *Document*: See above.

### 3. Category

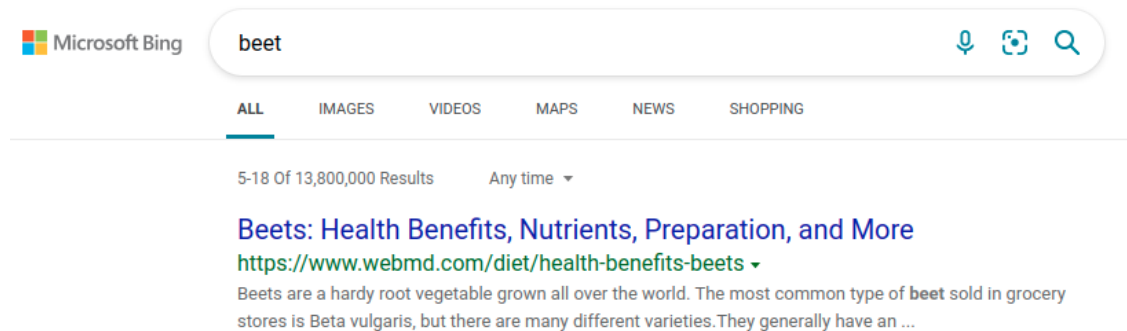
- A. Category: food-vegetable
- B. To come after: carrot 🥕

### 4. Selection factors: Inclusion

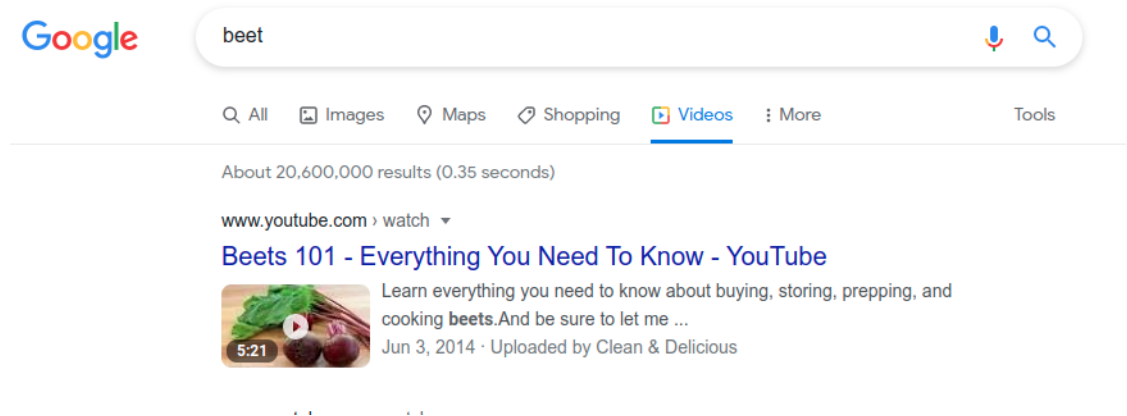
- A. *Compatibility*. N/A.
- B. *Usage level*.
  - 1. Frequency
    - a. [Google Search](#): 185,000,000 results



- b. [Bing Search](#): 13,800,000 results



- c. [Google video search](#): 20,600,000 results



- d. [Google Trends: Web Search](#). The beet, like many vegetables, is typically used in the plural ("beets"); it is often referred to as "beetroot" in some locations. We have also included a [graph](#) showing the usage of beet, beets, and beetroot, alongside elephant and elephants. Combining all beet and elephant search terms, beets' frequency has averaged 19 to elephants' 85. The ratio rises to 38:92 over the past year. Note that searches for "beet" have been steadily increasing throughout the 2004-2021 period.

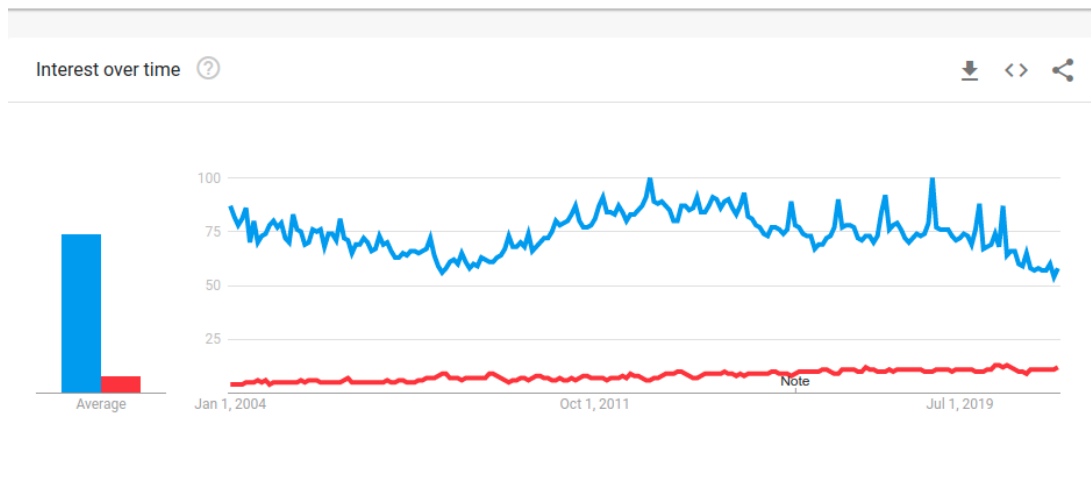
<div>● elephant</div> <div>Search term</div>	<div>● beet</div> <div>Search term</div>	<div>+ Add comparison</div>
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Worldwide ▾

2004 - present ▾

All categories ▾

Web Search ▾



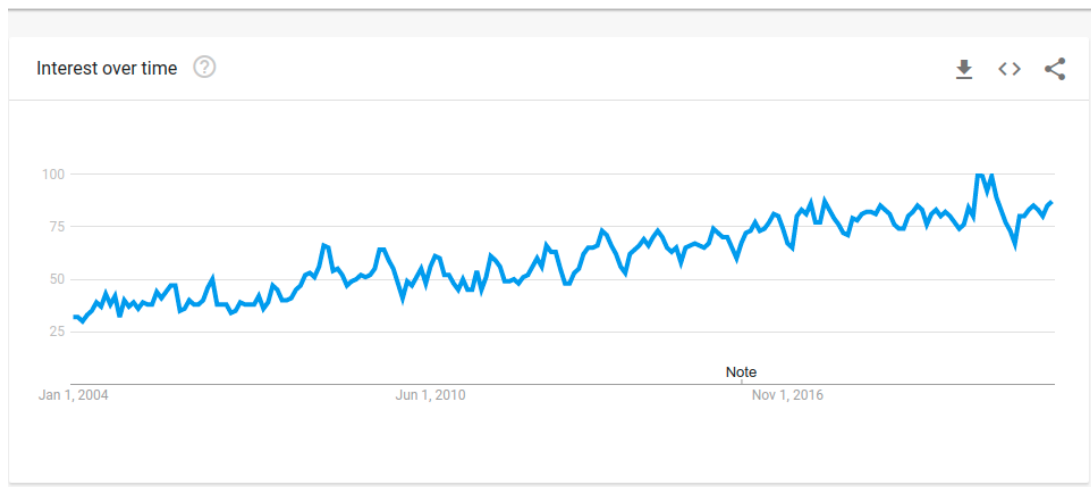
<div>● beet</div> <div>Search term</div>	<div>+ Compare</div>
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Worldwide ▾

2004 - present ▾

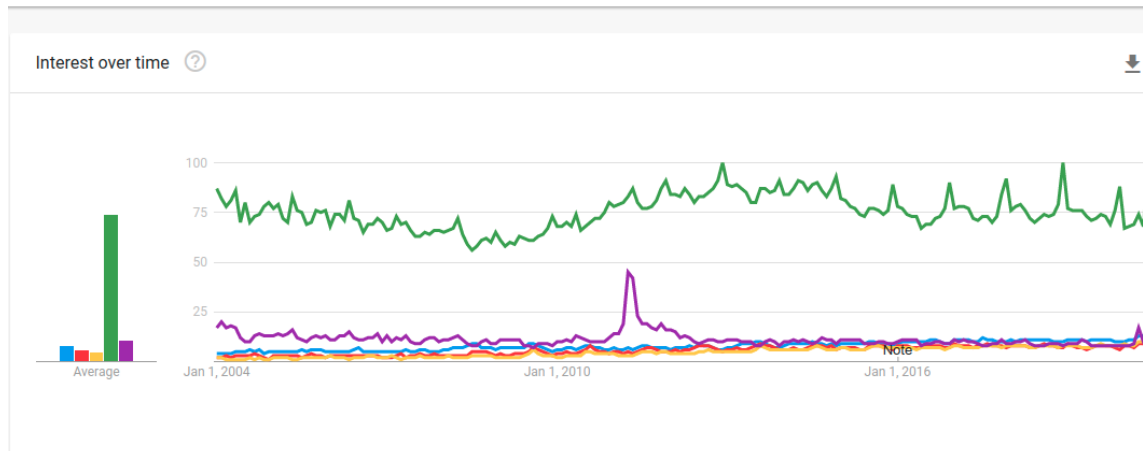
All categories ▾

Web Search ▾



● <b>beet</b> Search term	● <b>beets</b> Search term	● <b>beetroot</b> Search term	● <b>elephant</b> Search term	● <b>elephants</b> Search term
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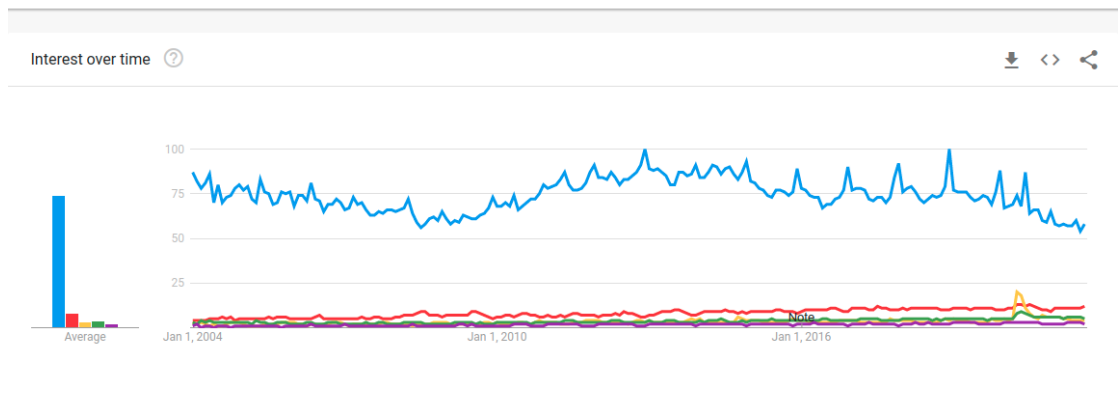
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



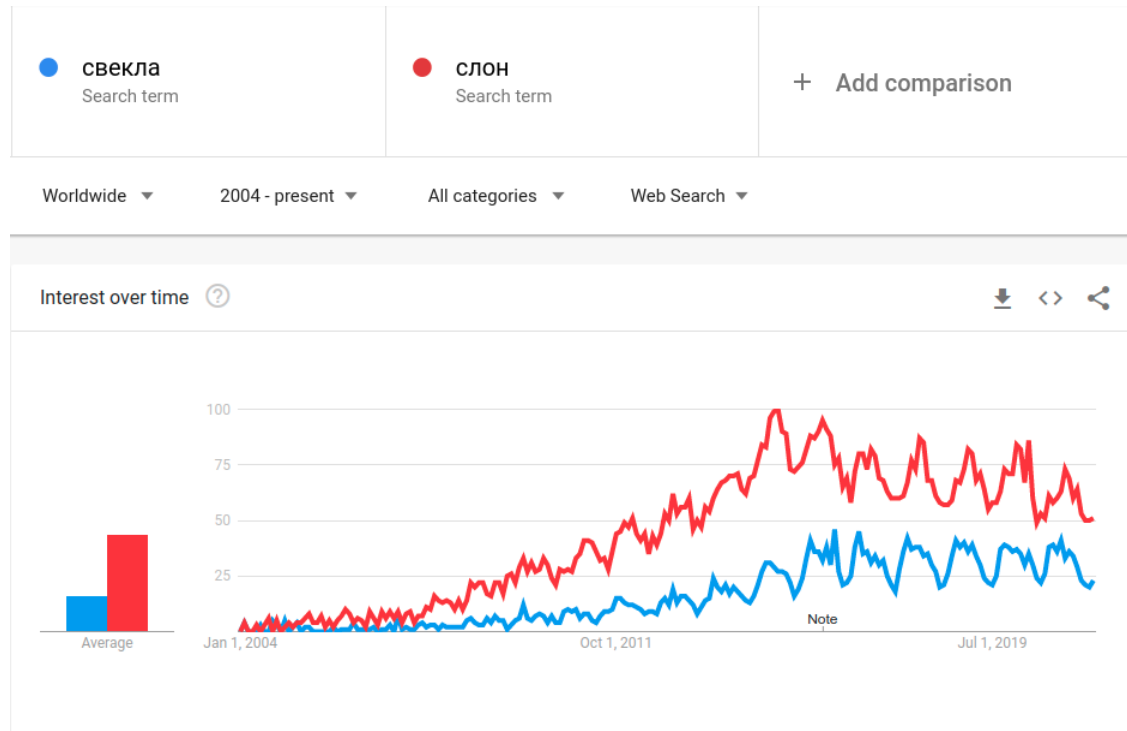
We also show trends for many [other, similar vegetables](#):

● <b>elephant</b> Search term	● <b>beet</b> Search term	● <b>turnip</b> Search term	● <b>radish</b> Search term	● <b>jicama</b> Search term
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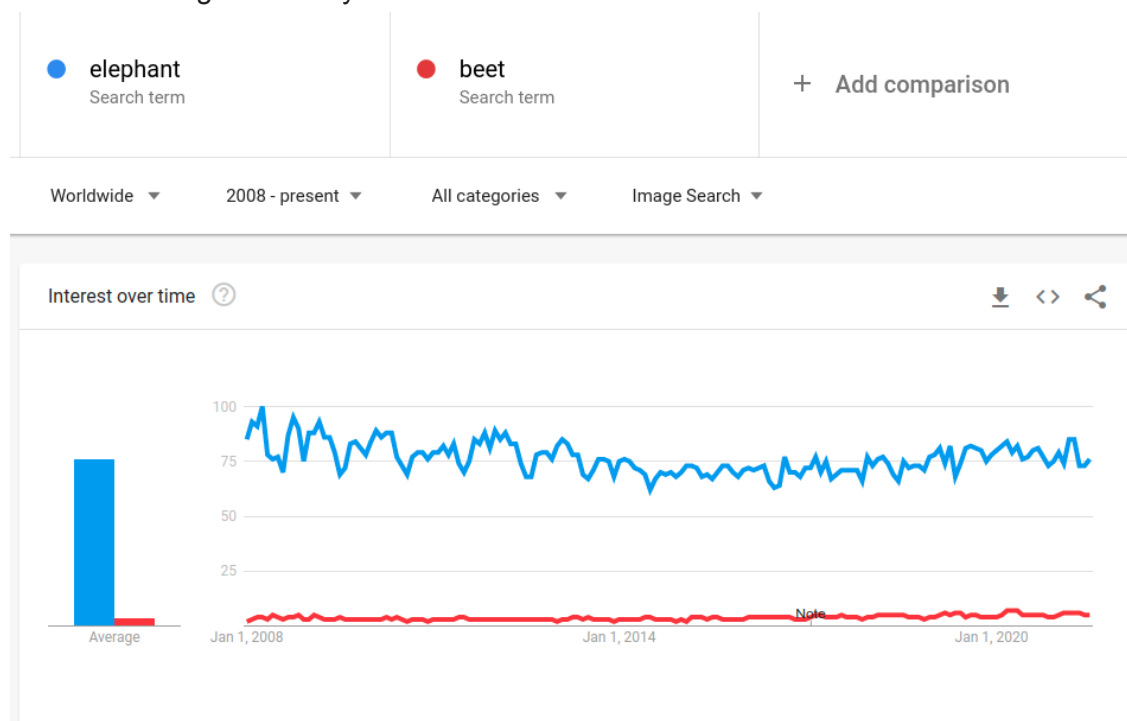
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾

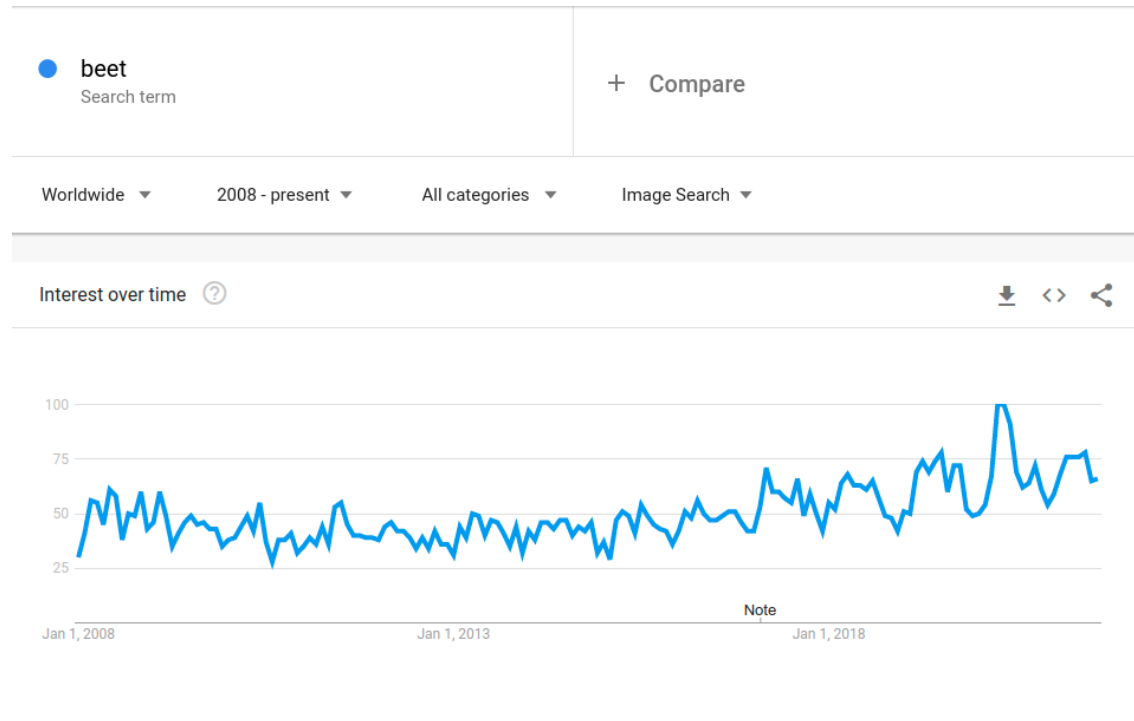


Lastly, beets are more popular in some languages than others. For instance, [in Russian](#), the ratio of beets (свекла) to elephant (слон) has been 16:44:
















- e. [Google Trends Image Search](#). Note that image searches for “beet” have been increasing in recent years.





## 2. Multiple usages.

- The emoji could be used for a long list of similar-shaped root vegetables, including beets, kohlrabi, rutabaga, turnip, radish (including daikon, an East Asian radish) and jicama.
- In English, "beet" is a homonym for "beat". This can mean the emoji could be used for a musical beat, or perhaps the concept of winning or "beating" somebody.
- In German, the word for beet (Rübe) can also mean "head", "thick nose", "old-fashioned pocket watch" or a "cheeky/strange person". The expression "[wie Kraut und Rüben](#)" ("like cabbage and turnips/beets) can mean messy or messed up.
- In Czech, the word for beet (řepa) [can also refer to a human head](#).
- In Spanish, the word for turnip (nabo) [can also refer to a stupid idiot](#).
- In French, the word for beet ([beterave](#)) can refer to an idiot, or red wine. The word for turnip ([navet](#)) can refer to a bad movie or poor quality art.
- In Russian, the word for turnip ([Пена](#)) can be used to mean a head or a rehearsal. There are also many idioms involving turnips:
  - [Softer than steamed turnip](#): a kind, pliable person
  - [Cheaper than steamed turnip](#): very cheap
  - [Easier than a steamed turnip](#): very simple, uncomplicated
  - [To scratch a turnip](#) (i.e. the head): to think, reflect on something
  - [едрёна репа](#): an exclamation of surprise
- In Finnish, the word for turnip ([nauris](#)) can also mean pocket watch.
- In Greek, the expression [κόκκινος σαν παντζάρι](#) (red like a beetroot) refers to somebody who is red from shame or embarrassment.

- j. In Korean, **홍당무** refers to one's face going red like a beet, similar to the usage in Greek.
  - k. In [Uzbek](#), the word for beet (lavlagi) is also used for embarrassment.
  - l. In Armenian, the word for beet ([Բագնուկ](#)) can also mean arm, a branch of a plant, a tributary of a river, power, a supporter, a handle, a plant stem, a type of fish, and a plow.
  - m. In Swedish, the word for beet ([beta](#)) has many of the same meanings as "beta" in English, e.g. beta version and beta radiation. It can also refer to trapping something, chemically treating seeds, or bringing cattle to pasture. The expression "[minnesbeta](#)" refers to a reprimand that is hard to forget.
  - n. [In Turkish](#), the expression "anan turp baban şalgam sen nereden çıktın gülbeşeker?" ("your mother, a radish, your father a turnip, where did you come from, Gülbeşeker?") refers to a rude or simple person.
  - o. In Icelandic, the word for a rutabaga ([rófa](#)) can also refer to the tail of an animal.
3. Use in sequences.
- a.   = beet juice
  - b.   = beet soup or [borscht](#), an extremely popular Eastern European soup
  - c.   = beet farmer
    - 1.    = [Dwight Schrute](#), a character in The Office who works at Dunder Mifflin Paper Company and owns a beet farm.
  - d.   = beet burger, commonly made in Australia and also called "[Aussie Burger](#)"
  - e.   = drop the beet
4. Breaking new ground. Yes. Beets are very different from potatoes and carrots, the other root vegetables represented. They are somewhat similar in form to turnips, parsnips, and radishes, which are not represented, and could be used to represent those vegetables as well. [According to Google Trends](#), interest for beets has been higher than for the other vegetables, indicating that it is the most compelling candidate to represent the group.

#### C. *Distinctiveness*

- 1. Recognizable: The emoji is very recognizable as a root vegetable. It is intentionally ambiguous as to what kind of root vegetable, but it is certainly not a carrot or a potato.
- 2. Entity: This kind of root vegetable is not similar to any other vegetable currently represented in Unicode. It is clearly distinct.

#### D. *Completeness*: N/A.

## 5. Selection Factors For Exclusion

- E. *Petitions or “frequent requests”*: We do not include any petitions in this proposal. As far as we know, there has not been a prior request for a beet emoji.
- F. *Overly specific*: Beets are distinct from other vegetables, especially visually. They are especially distinct from the existing root vegetables portrayed in Unicode.
- G. *Open-ended*: We do not think that beets are open-ended. They are perhaps most similar to turnips, parsnips, or radishes, but they have higher usage (see [here](#)). As was already mentioned, this emoji could be used to represent different root vegetables as well as beets.
- H. *Already representable*: There is no way to represent beets in the current unicode system. Nothing visually resembles them, and as mentioned existing root vegetables are quite different.
- I. *Logos, brands, other third-party IP rights, UI icons, signage, specific people, specific buildings and landmarks, deities*: So far as we know, beets do not represent any of the above. Beets are known mostly as vegetables, and are not associated with any particular person or brand.
- J. *Transient*: The usage of beets on Google Trends has been rising steadily over the past 16 years. Given the essential nature of beets in many cuisines, it is unlikely that interest in beets is transient. In addition, given [the rise of vegetarian cooking](#), vegetables like beets are likely to continue to rise in popularity.
- K. *Faulty comparison*: No such comparisons have been made.
- L. *Exact images*: The proposal simply requests a generic image of a beet, not any specific image.
- M. *Region flags without code*: This proposal is not a region flag.
- N. *Lack of required rights or license for images*: Submitters have all rights to images.
- O. *Variations on direction*: This proposal is not a variation on a direction.
- P. *Includes text*: The proposed emoji does not include text.

## 6. Other Information: N/A.