



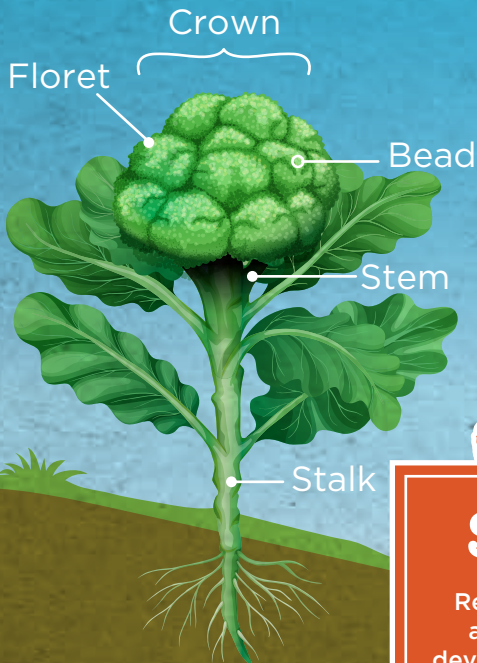
BROCCOLI



MASTER GUIDE

# DID YOU KNOW?

Sakata is the undisputed leader in breeding and producing broccoli seed. Our extensive commitment to research spans more than 50 years, and has resulted in a product that can thrive year-round in variable conditions, more economically, more sustainably, and more efficiently.



**70%**  
of the broccoli  
consumed in the  
USA comes from  
Sakata.

Green Duke  
was Sakata's very first  
hybrid broccoli variety,  
introduced in 1972



Consumption has  
grown from 1.4 lbs.  
per person to nearly  
7 pounds per  
person since 1980!



**SEED  
LEADER**  
Research stations  
across the U.S.  
develop varieties for  
every region

Nutrient  
Powerhouse  
Broccoli is a great source  
of fiber, vitamin A and  
potassium

**100%**  
of our daily  
requirement for  
vitamins C and K.



A Green  
Spectrum

Broccoli comes in a variety  
of colors ranging from deep  
sage to dark green and  
even blueish/green



Broccoli is a great cold  
weather crop, which  
allows for year-round  
availability

# Broccoli Growth on the Rise

## GROWING TREND

At Sakata, we develop broccoli varieties that can thrive in virtually every region and across variable climates. Our hybrids are developed to meet growers' specific needs with varieties that offer high heat tolerance and strong post-harvest color retention.



## Product Trends



Increased demand for heat tolerant varieties



Increased disease resistance requirements



Increased demand for improved shelf life for iceless shipping

\*Broccoli growth and product trends information taken from 2012-2017

# BROCCOLI

## The Versatile Vegetable

When it comes to broccoli, the possibilities are endless! Thanks to professional and at-home chefs, we have discovered new and exciting ways to enjoy broccoli from crown to stalk.

### Floret

- Roast florets in the oven with savory spices
- Toss florets with raisins and dressing for a delicious, nutritious salad
- Stir fry florets with chicken and other vegetables
- Add them to pasta for a healthier dinner

### Stalk

- Slice stalks into thin discs and throw them in a frittata
- Cut stalks and boil with other vegetables for vegetable soup stock
- Shred stalks into a salad or coleslaw, finely dice for broccoli rice
- Use them like carrots or peppers

### Leaf

- Add to smoothies or juices for added nutrition
- Roast with oil, salt, and pepper to make healthier chips
- Toss into a salad as a hearty replacement for kale
- Chop and add to your favorite soup or bisque recipe



# A NEW era of trusted GENETICS

## Varieties that make an impact

Sakata varieties have been bred to address the unique challenges faced by broccoli growers like fluctuating temperatures, harsh winters and tough conditions year-round. That's why Sakata's most recent varieties are already proving themselves as trusty performers.



### Diamante

High yields of semi-domed, small-beaded, blue-green colored heads on large-framed plants can be realized with this exceptional variety. Diamante prefers warm to warm and warm to cool growing conditions and has shown very strong post-harvest color retention.

#### Perfect for:

- Crown cut/ short trim
- Fresh & frozen processing



### Eastern Crown

An outstanding variety for the East Coast, Eastern Crown features excellent heat tolerance and performance during long days. Try in the warm season in California and Arizona!

#### Perfect for:

- Crown cut
- Short trim (Asian cut)



### Eastern Magic

Eastern Magic is a multi-use variety that delivers excellent performance in the Northeastern U.S. and Canada during long days and moderate heat.

#### Perfect for:

- Crown cut
- Short trim (Asian cut)



### Emerald Star

A very tight-headed, small-beaded variety with nice uniformity. With Emerald Star, trimming is relatively easy due to small leaf attachments.

#### Perfect for:

- Cool to Warm Season
- Warm to Cool Season



### Millennium

With a round shape, excellent heat tolerance and performance during long daylight hours, and fewer side shoots, this variety is also anthocyanin-free and has shown strong post-harvest color retention.

#### Perfect for:

- Crown cut
- Short trim (Asian cut)

# VARIETIES

A TO E



## ARCADIA

Vigorous with wide seasonal similarity to Marathon, Arcadia holds well for the fresh market, and features good tolerance to hollow core.

## AVENGER

An excellent choice for the crown cut and processing markets, this variety has wide adaptability, performing well in the U.S., Mexico and Guatemala.

## CENTENNIAL

This exciting heavy-headed, multi-use addition to Sakata's vast broccoli product line has minimal sideshoots, performs well in all Marathon slots, and can be grown year-round in cool coastal regions.

## DESTINY

This mid-early maturity class variety performs well for fall harvest in the Desert Southwest, with good holding ability. Dwarf plants produce broccoli with a smooth dome and round shape.

## DIAMANTE

Diamante is an excellent choice for crown and processing markets. This variety prefers warm to warm and warm to cool growing conditions and has shown very strong post-harvest color retention.

## DIPLOMAT

Performs well in the Northeast, Canada and the Pacific Northwest, during long days and in moderate heat conditions, with good uniformity.

## EASTERN CROWN

An outstanding variety for the East Coast, Eastern Crown features excellent heat tolerance and performance during long days. Perfect for the crown cut / short trim (Asian cut) market.

## EASTERN MAGIC

A multi-use variety that delivers excellent performance in the Northeastern U.S. and Canada during long days and moderate heat.



# VARIETIES

E TO G



## EMERALD CROWN

A medium-maturing, very uniform, heavy-headed variety with small beads on a small-framed plant. Growing season is warm to cool (not for rainy season), but can extend the Green Magic slot into cold due to its resistance to purpling. Produces excellent quality in all NAFTA regions.

## EMERALD JEWEL

This clean stemmed, multi-use variety is especially suited for crown cut. It performs best in transition periods and has intermediate resistance to some races of clubroot.

## EMERALD PRIDE

This summer-type broccoli is good for bunching and offers exceptional stalk color. Features mid-late maturity with good heat tolerance, even beads and is suitable for fresh processing.

## EMERALD STAR

A very tight-headed, small-beaded variety with nice uniformity. Trimming is relatively easy due to small leaf attachments. Performs best in cool to warm and warm to cool seasons.

## ENDURANCE

This high-yielding crown and processing hybrid is an exciting addition to the Sakata product line, with good plant to plant uniformity and reduced sideshoots that can lead to a more uniform and predictable harvest.

## EXPO

This late maturing variety features strong blind plant tolerance and performs well in warm to cool conditions with a tight, heavy dome, short bracts and small, uniform, green beads.

## GREEN GOLD

This mid-late maturing variety has excellent shape and uniformity, making it a premium choice for crown cut and short trim markets. Should not be used during rainy seasons.

## GREEN MAGIC

An industry standard summer to fall, mid-early maturity class variety, Green Magic has a wide regional adaptability and offers very good uniformity of harvest and a good plant habit.



# VARIETIES

G TO Z



## GYPSY

This medium green hybrid yields excellent overall uniformity, performs well under moderately warm conditions, produces a very strong root system and features intermediate resistance to downy mildew.



## IMPERIAL

Performs best during long days under moderate heat and is mid to mid-late maturing under these conditions. Features a tight dome with nice, small, dark green beads and excellent post-harvest shelf life.



## MARATHON

An industry standard in broccoli, this widely adaptable variety offers consistent yields and excellent results across diverse regions ranging from California to Arizona, Mexico and Central America.

## MAVERICK

This multi-purpose variety is noted for its vigorous plant, tight dome and small uniform beads. Features mid-late maturity, and performs well in warm to cool conditions in coastal California.

## MILLENNIUM

With a round shape, excellent heat tolerance and performance during long daylight hours and fewer side shoots, this variety is also anthocyanin-free (will not purple) and has shown strong post-harvest color retention.



## PATRON

Well suited for the summer to fall harvest period in Coastal California, this dark blue-green variety is tolerant to hollow core and brown bead, and offers excellent post-harvest color retention.



Sakata's  
innovative hybrid,  
**ASPA BROC**

is now well-known on shelves and in menus as  
**BROCCOLINI®**



# SALINAS VALLEY

## AVENGER

- High percentage of crown cut
- Excellent holding ability
- Good for processing

## CENTENNIAL

- Heavy-headed and small-beaded
- Multi-use in many regions
- Can be grown year round in cool coastal regions

## DIAMANTE

- Excellent for crown cut and processing
- Terrific blue-green color
- Exceptional post-harvest color retention

## EASTERN CROWN

- Performs well in long day length and moderate heat
- For crown cut and short trim (Asian cut)

## EMERALD CROWN

- Produces excellent quality crown cuts/short trim in all NAFTA regions
- Highly resistant to purpling

## EMERALD JEWEL

- Multi-use variety
- Suggest late spring/early summer and late fall harvests
- Intermediate resistance to some races of clubroot

## EMERALD STAR

- Crown cut/short trim type
- Small-beaded, round shape
- Very firm heads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

## PATRON

- Good for summer to fall harvest
- Tolerant to brown bead and hollow core
- Multi-use variety

# SALINAS VALLEY

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Avenger	102	C, F, P	Blue-Green	Domed, dense	Small	Aug - Mid-Nov/Apr - June
Centennial	97	B, C, F	Med-Green	Medium dome	Small	November - May
Diamante	105	C, F, P	Blue-Green	Domed, dense	Small	August - November
Eastern Crown	94	C	Blue-Green	Domed	Small	July - October
Emerald Crown	93	C	Blue-Green	Semi-dome, large, dense	Small	August - December
Emerald Jewel	100	B, C, F	Med-Green	Large/dense w/high dome	Small	May - June/Nov - Dec
Emerald Star	105	C	Med-Green	Domed, round, dense	Small	August - November
Endurance	102	C, P	Med-Green	Domed, dense	Small	November - Early May
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	November - Early May
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	September - November
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	August - November
Marathon	97	B, C, F, P	Blue-Green	High, dense dome	Small	November - June
Millennium	105	C, F, P	Blue-Green	High dome, round, large	Small	August - November
Patron	94	B, C, F	Dark Blue-Green	Medium dome	Med-Sm	July - Mid-October

# SANTA MARIA

## AVENGER

- High percentage of crown cut
- Excellent holding ability
- Good for processing

## CENTENNIAL

- Heavy-headed and small-beaded
- Multi-use in many regions
- Can be grown year-round in cool coastal regions

## DIAMANTE

- Excellent for crown cut and processing
- Terrific blue-green color
- Exceptional post-harvest color retention

## EMERALD JEWEL

- Multi-use variety
- Suggest late spring/early summer and late fall harvests
- Intermediate resistance to some races of clubroot

## EMERALD STAR

- Crown cut/short trim type
- Small-beaded, round shape
- Very firm heads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## GYPSY

- Good choice for organic production

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

## MAVERICK

- Multi-use variety
- Vigorous plant

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

## PATRON

- Good for summer to fall harvest
- Tolerant to brown bead and hollow core
- Multi-use variety

# SANTA MARIA

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Head Size	Harvest Period
Avenger	102	C, F, P	Blue-Green	Domed, dense	Small	September - April
Centennial	97	B, C, F	Med-Green	Medium dome	Small	October - April
Diamante	105	C, F, P	Blue-Green	Domed, dense	Small	August - November
Emerald Jewel	100	B, C, F	Med-Green	Large/dense w/high dome	Small	May - June/Nov - Dec
Emerald Star	105	C	Med-Green	Domed, round, dense	Small	August - November
Endurance	102	C, P	Med-Green	Domed, dense	Small	October - May
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	October - May
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	July - Mid-November
Gypsy	90	B, C	Med-Green	Smooth dome	Medium	July - October
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	July - November
Marathon	97	B, C, F, P	Blue-Green	High dome, dense	Small	October - May
Maverick	95	B, C, F	Med-Green	Dense dome	Small	April - June/Oct - Nov
Millenium	105	C, F, P	Blue-Green	High dome, round, large	Small	August - November
Patron	94	B, C, F	Dark Blue-Green	Medium dome	Med-Sm	July - October

# SAN JOAQUIN VALLEY

## AVENGER

- High percentage of crown cut
- Excellent holding ability
- Good for processing

## CENTENNIAL

- Heavy-headed and small-beaded
- Multi-use variety

## DIAMANTE

- Excellent for crown cut and processing
- Terrific blue-green color
- Exceptional post-harvest color retention

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

## MAVERICK

- Multi-use variety
- Vigorous plant

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

# SAN JOAQUIN VALLEY

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Avenger	102	C, F, P	Blue-Green	Domed, dense	Small	October - March
Centennial	97	B, C, F	Med-Green	Medium dome	Small	December - March
Diamante	105	C, F, P	Blue-Green	Domed, dense	Small	October - March
Endurance	102	C, P	Med-Green	Domed, dense	Small	December - March
Expo	102	C,P	Med-Green	Semi-dome, large, dense	Small	December - March
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	October - December
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	October - December
Marathon	97	B, C, F, P	Blue-Green	High dome, dense	Small	October - March
Maverick	95	B, C, F	Med-Green	Dense dome	Small	April - June
Millennium	105	C, F, P	Blue-Green	High dome, round, large	Small	October - March

## AVENGER

- High percentage of crown cut
- Excellent holding ability
- Good for processing

## CENTENNIAL

- Heavy-headed and small-beaded
- Multi-use variety

## DESTINY

- Good head quality
- Heat tolerant

## DIAMANTE

- Excellent for crown cut and processing
- Terrific blue-green color
- Exceptional post-harvest color retention

## EASTERN CROWN

- Performs well in long day length and moderate heat
- For crown cut and short trim (Asian cut)

## EMERALD CROWN

- Produces excellent quality crown cuts/short trim in all NAFTA regions
- Highly resistant to purpling

## EMERALD JEWEL

- Multi-use variety
- Suggest late spring/early summer and late fall harvests
- Intermediate resistance to some races of clubroot

## EMERALD STAR

- Crown cut/short trim type
- Small-beaded, round shape
- Very firm heads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN GOLD

- Excellent harvest uniformity

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## GYPSY

- Good choice for organic production

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Avenger	102	C, F, P	Blue-Green	Domed, dense	Small	Mid-February - March
Centennial	97	B, C, F	Med-Green	Medium dome	Small	Mid-February - Late March
Destiny	89	C	Blue-Green	Domed, round, smooth	Small	Late November - Late Dec
Diamante	105	C, F, P	Blue-Green	Domed, dense	Small	January - February
Eastern Crown	94	C	Blue-Green	Domed	Small	February - March
Emerald Crown	93	C	Blue-Green	Semi-dome, large, dense	Small	Mid-December - January
Emerald Jewel	100	B, C, F	Med-Green	Large/dense w/high dome	Small	January - March
Emerald Star	105	C	Med-Green	Domed, round, dense	Small	February - March
Endurance	102	C, P	Med-Green	Domed, dense	Small	January - February
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	January - February
Green Gold	100	B, C, F	Med-Green	Domed, round, smooth	Small	Mid-December - February
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	Mid-December - Mid-Jan
Gypsy	90	B, C	Med-Green	Smooth dome	Medium	Mid-Dec - Late Dec
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	Mid-November - Dec
Marathon	97	B, C, F, P	Blue-Green	High dome, dense	Small	Mid-February - Late March
Millennium	105	C, F, P	Blue-Green	High dome, round, large	Small	January - February

# PACIFIC NORTHWEST

## ARCADIA

- Wide seasonal adaptability
- Holds well
- Good tolerance to hollow core

## CENTENNIAL

- Heavy-headed and small-beaded
- Multi-use variety

## DIPLOMAT

- Performs well in long day length and moderate heat conditions

## EMERALD CROWN

- Produces excellent quality crown cuts/short trim in all NAFTA regions
- Highly resistant to purpling

## EMERALD JEWEL

- Multi-use variety
- Suggest late spring/early summer and late fall harvests
- Intermediate resistance to some races of clubroot

## EMERALD PRIDE

- Moderate heat tolerance
- Exceptional stalk color
- Nice stem with even beads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## GYPSY

- Good choice for organic production

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

# PACIFIC NORTHWEST

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Arcadia	95	B, F	Med-Green	High dome, large, dense	Med-Sml	August - September
Centennial	97	B, C, F	Med-Green	Medium dome	Small	October-November
Diplomat	102	B, C, F	Blue-Green	Semi-dome, large, dense	Small	September - November
Emerald Crown	93	C	Blue-Green	Semi-dome, large, dense	Small	August - November
Emerald Jewel	100	B, C, F	Med-Green	Large/dense w/high dome	Small	September - November
Emerald Pride	97	B, P	Dark Green	Semi-dome, large, dense	Small	August - September
Endurance	102	C, P	Med-Green	Domed, dense	Small	October - November
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	October - November
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	September - November
Gypsy	90	B, C	Med-Green	Smooth dome	Medium	September - November
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	August - November
Marathon	97	B, C, F, P	Blue-Green	High dome, dense	Small	October - November

# NORTHEAST & Midwest

## ARCADIA

- Wide seasonal adaptability
- Holds well
- Good tolerance to hollow core

## CENTENNIAL

- Heavy-headed and small-beaded
- Multi-use variety

## DIPLOMAT

- Performs well in long day length and moderate heat conditions

## EASTERN CROWN

- Performs well in long day length and moderate heat
- For crown cut and short trim (Asian cut)

## EASTERN MAGIC

- Performs well in long day length and moderate heat
- Excellent blue-green color

## EMERALD CROWN

- Produces excellent quality crown cuts/short trim in all NAFTA regions
- Highly resistant to purpling

## EMERALD JEWEL

- Multi-use variety
- Suggest late spring/early summer and late fall harvests
- Intermediate resistance to some races of clubroot

## EMERALD PRIDE

- Moderate heat tolerance
- Exceptional stalk color
- Nice stem with even beads

## EMERALD STAR

- Crown cut/short trim type
- Small-beaded, round shape
- Very firm heads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN GOLD

- Excellent harvest uniformity

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## GYPSY

- Good choice for organic production

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

# NORTHEAST & Midwest

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Arcadia	95	B, F	Med-Green	High dome, large, dense	Med-Sml	August - Mid-October
Centennial	97	B, C, F	Med-Green	Medium dome	Small	October - November
Diplomat	102	B, C, F	Blue-Green	Semi-dome, large, dense	Small	August - Mid-October
Eastern Crown	94	C	Blue-Green	Domed	Small	July - October
Eastern Magic	97	C, S	Blue-Green	High dome	Med-Sml	August - October
Emerald Crown	93	C	Blue-Green	Semi-dome, large, dense	Small	August - November
Emerald Jewel	100	B, C, F	Med-Green	Large/dense w/high dome	Small	August - November
Emerald Pride	97	B, P	Dark Green	Semi-dome, large, dense	Small	August - October
Emerald Star	105	C	Med-Green	Domed, round, dense	Small	August - October
Endurance	102	C, P	Med-Green	Domed, dense	Small	October - November
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	October - November
Green Gold	100	B, C, F	Med-Green	Domed, round, smooth	Small	August - October
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	August - September
Gypsy	90	B, C	Med-Green	Smooth dome	Medium	August - Mid-October
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	August - October
Marathon	97	B, C, F, P	Blue-Green	High dome, dense	Small	October - November
Millennium	105	C, F, P	Blue-Green	High dome, round, large	Small	September - November

# FLORIDA

## EASTERN CROWN

- Performs well in long day length and moderate heat
- For crown cut and short trim (Asian cut)

## EMERALD CROWN

- Produces excellent quality crown cuts/short trim in all NAFTA regions
- Highly resistant to purpling

## EMERALD JEWEL

- Multi-use variety
- Intermediate resistance to some races of clubroot

## EMERALD STAR

- Crown cut/short trim type
- Small-beaded, round shape
- Very firm heads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## GREEN GOLD

- Excellent harvest uniformity

## GREEN MAGIC

- Multi-use variety
- Widely adaptable

## GYPSY

- Good choice for organic production

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

# FLORIDA

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Eastern Crown	94	C	Blue-Green	Domed	Small	Oct-Nov/Jan - March
Emerald Crown	93	C	Blue-Green	Semi-dome, large, dense	Small	December/March
Emerald Jewel	100	B, C, F	Med-Green	Large/dense w/high dome	Small	February - March
Emerald Star	105	C	Med-Green	Domed, round, dense	Small	January - March
Endurance	102	C, P	Med-Green	Domed, dense	Small	January - February
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	January - February
Green Gold	100	B, C, F	Med-Green	Domed, round, smooth	Small	January - February
Green Magic	90	B, C, F	Blue-Green	Semi-dome, large, dense	Med-Sm	December/March
Gypsy	90	B, C	Med-Green	Smooth dome	Medium	November - December
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	February - March
Millennium	105	C, F, P	Blue-Green	High dome, round, large	Small	January - March

# MEXICO & Guatemala

## AVENGER

- High percentage of crown cut
- Excellent holding ability
- Good for processing

## DIAMANTE

- Excellent for crown cut and processing
- Terrific blue-green color
- Exceptional post-harvest color retention

## EMERALD STAR

- Crown cut/short trim type
- Small-beaded, round shape
- Very firm heads

## ENDURANCE

- For crown cut and short trim
- Reduced side shoots
- Good plant uniformity

## EXPO

- For crown cut and short trim
- Small, uniform green beads
- Performs well in warm to cool conditions and overwinter

## IMPERIAL

- Performs well in long day length and moderate heat
- Good for crown cut and processing

## MARATHON

- Uniform and sizes well in cold, overwinter production
- Multi-use variety

## MILLENNIUM

- Excellent for crown cut and short trim (Asian cut)
- High domed, small-beaded
- Anthocyanin-free (will not purple)

# MEXICO & Guatemala

## Regional Reference Chart

Product Usage: (B) = Bunching, (C) = Crown Cut  
(F) = Florets, (P) = Processing/Freezing



Variety	Relative Maturity	Product Usage	Head Color	Head Characteristics	Bead Size	Harvest Period
Avenger	102	C, F, P	Blue-Green	Domed, dense	Small	January - June
Diamante	105	C, F, P	Blue-Green	Domed, dense	Small	October - January
Emerald Star	105	C	Med-Green	Domed, round, dense	Small	October - January
Endurance	102	C, P	Med-Green	Domed, dense	Small	October - January
Expo	102	C, P	Med-Green	Semi-dome, large, dense	Small	October - January
Imperial	105	B, C, F, P	Blue-Green	Domed, round	Small	Mid-October - Dec
Marathon	97	B, C, F, P	Blue-Green	High dome, dense	Small	October - January
Millennium	105	C, F, P	Blue-Green	High dome, round, large	Small	October - January



Salinas Valley

Avenger	Aug-Mid-Nov/Apr-Jun
Centennial	Nov - May
Diamante	August - Nov
Eastern Crown	July - October
Emerald Crown	August - Dec
Emerald Jewel	May - Jun/Nov - Dec
Emerald Star	August - Nov
Endurance	Nov - Early May
Expo	Nov - Early May
Green Magic	Sept - Nov
Imperial	August - Nov
Marathon	Nov - June
Millennium	August - Nov
Patron	July - Mid-Oct

Santa Maria

Avenger	Sept- April
Centennial	Oct - April
Diamante	August - Nov
Emerald Jewel	May - June/Nov - Dec
Emerald Star	August - Nov
Endurance	Oct - May
Expo	Oct - May
Green Magic	July - Mid-Nov
Gypsy	July - Oct
Imperial	July - Nov
Marathon	Oct - May
Maverick	April - June/Oct - Nov
Millennium	August - Nov
Patron	July - Oct

San Joaquin Valley

Avenger	Oct - March
Centennial	Dec - March
Diamante	Oct - March
Endurance	Dec - March
Expo	Dec - March
Green Magic	Oct - December
Imperial	Oct - December
Marathon	Oct - March
Maverick	April - June
Millennium	Oct - March

Yuma & Imperial Valley

Avenger	Mid-Feb - March
Centennial	Mid-Feb - Late Mar
Destiny	Late Nov - Late Dec
Diamante	Jan - Feb
Eastern Crown	Feb - March
Emerald Crown	Mid-Dec - Jan
Emerald Jewel	Jan - March
Emerald Star	Feb - March
Endurance	Jan - Feb
Expo	Jan - Feb
Green Gold	Mid-Dec - Febr
Green Magic	Mid-Dec - Mid-Jan
Gypsy	Mid-Dec - Late Dec
Imperial	Mid-Nov - Dec
Marathon	Mid-Feb - Late Mar
Millennium	Jan - Feb

Pacific Northwest

Arcadia	August - Sept
Centennial	Oct - Nov
Diplomat	Sept - Nov
Emerald Crown	August - Nov
Emerald Jewel	Sept - Nov
Emerald Pride	August - Sept
Endurance	Oct - Nov
Expo	Oct - Nov
Green Magic	Sept - Nov
Gypsy	Sept - Nov
Imperial	August - Nov
Marathon	Oct - Nov

Northeast & Midwest

Arcadia	August - Mid-Oct
Centennial	Oct - Nov
Diplomat	August - Mid-Oct
Eastern Crown	July - Oct
Eastern Magic	August - Oct
Emerald Crown	August - Nov
Emerald Jewel	August - Nov
Emerald Pride	August - Oct
Emerald Star	August - Oct
Endurance	Oct - Nov
Expo	Oct - Nov
Green Gold	August - Oct
Green Magic	August - Sept
Gypsy	August - Mid-Oct
Imperial	August - Oct
Marathon	Oct - Nov
Millennium	Sept - Nov

Florida

Eastern Crown	Oct - Nov/Jan - March
Emerald Crown	Dec/March
Emerald Jewel	Feb - March
Emerald Star	Jan - March
Endurance	Jan - Feb
Expo	Jan - Feb
Green Gold	Jan - Feb
Green Magic	Dec/March
Gypsy	Nov - Dec
Imperial	Feb - March
Millennium	Jan - March

Mexico & Guatemala

Avenger	Jan - June
Diamante	Oct - Jan
Emerald Star	Oct - Jan
Endurance	Oct - Jan
Expo	Oct - Jan
Imperial	Mid-Oct - Dec
Marathon	Oct - Jan
Millennium	Oct - Jan



Standard Packaging\*

- Crown Cuts** • 20 lb box, bulk 34, 38 & 42 ct
- Bunches** • 23 lb carton, 14 and 18 ct
- Florets** • 9 to 18 lb, cello bags packed in carton
  - 8 oz and 1 lb retail packs (2 inches or less)
  - 3 lb cello bags for foodservice
- Fresh-Cut Spears** • 10, 15 and 20 lb loose packed cartons
- Broccoli Cole Slaw** • 8 oz, 1 lb and 5 lb bags (shredded broccoli, red cabbage and carrots)



Handling & Storage

- Temperature** 32°F, 0°C
- Relative Humidity** 95-100%
- Mist** Lightly (unpacked)
- Typical Shelf Life**
  - Bunched** 10-14 days
  - Packaged** 14-16 days
- Ethylene** Sensitive Do not store or transport ethylene sensitive items with commodities that produce ethylene
- Freeze injury** Moderately sensitive Broccoli can recover from 1-2 nights of light freezing

Tip  
Soaking in cold water can revive slightly wilted broccoli

\*Iceless broccoli is usually available from most shippers or brokers, but may require special ordering. Some suppliers also offer shrink-wrapped product. Products made with broccoli stalks may include: diced, coin-cut and shredded.

