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

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

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.

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.

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

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

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

DID YOU KNOW?

Crown
Floret
Bead
Stem
Stalk
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.

**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.

**Broccoli Growth on the Rise**

- **PACIFIC NORTHWEST**
- **ONTARIO/QUEBEC**
- **MAINE**
- **MID ATLANTIC**
- **SOUTHEAST**
- **MEXICO**
- **CALIFORNIA/YUMA**

**Product Trends**

- **Growing**
- **Steady**

- **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

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

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.
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.

**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!

**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.

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

**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.
**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

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.
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.
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

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**Regional Reference Chart**

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<tr>
<th>Variety</th>
<th>Relative Maturity</th>
<th>Product Usage</th>
<th>Head Color</th>
<th>Head Characteristics</th>
<th>Bead Size</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Avenger</td>
<td>102</td>
<td>C, F, P</td>
<td>Blue-Green</td>
<td>Domed, dense</td>
<td>Small</td>
<td>Aug - Mid-Nov/Apr - June</td>
</tr>
<tr>
<td>Centennial</td>
<td>97</td>
<td>B, C, F</td>
<td>Med-Green</td>
<td>Medium dome</td>
<td>Small</td>
<td>November - May</td>
</tr>
<tr>
<td>Diamante</td>
<td>105</td>
<td>C, F, P</td>
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<td>August - November</td>
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<td>Eastern Crown</td>
<td>94</td>
<td>C</td>
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<td>July - October</td>
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<tr>
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<td>93</td>
<td>C</td>
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</tr>
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<td>100</td>
<td>B, C, F</td>
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<td>Large/dense w/high dome</td>
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<td>105</td>
<td>C</td>
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<td>Domed, round, dense</td>
<td>Small</td>
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<td>Endurance</td>
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Product Usage: (B) = Bunching, (C) = Crown Cut, (F) = Florets, (P) = Processing/Freezing
**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

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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
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MAVERICK
• Multi-use variety
• Vigorous plant

MILLENNIUM
• Excellent for crown cut and short trim (Asian cut)
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• Anthocyanin-free (will not purple)

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

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**GREEN GOLD**  
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- 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)

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<td>Destiny</td>
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<td>Late November - Late Dec</td>
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<td>105</td>
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**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

---

**Regional Reference Chart**

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<tbody>
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<td>Arcadia</td>
<td>95</td>
<td>B, F</td>
<td>Med-Green</td>
<td>High dome, large, dense</td>
<td>Med-Sml</td>
<td>August - September</td>
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- 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)

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- 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

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- Moderate heat tolerance
- Exceptional stalk color
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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
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- 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)

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**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
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- Excellent harvest uniformity

**GREEN MAGIC**
- Multi-use variety
- Widely adaptable

**GYPSY**
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- High domed, small-beaded
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**FLORIDA**

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</table>
**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
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</table>
**Handling & Storage**

*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.

**Harvest Calendar**

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<tr>
<th>Variety</th>
<th>Pacific Northwest</th>
<th>Northeast &amp; MidWest</th>
<th>Florida</th>
<th>Mexico &amp; Guatemala</th>
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<tbody>
<tr>
<td><strong>Salinas Valley</strong></td>
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<tr>
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<tr>
<td>Centennial</td>
<td>Nov - May</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Diamante</td>
<td>Aug - Nov</td>
<td>Sept- April</td>
<td>Oct - March</td>
<td>Mid-Feb - March</td>
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<tr>
<td>Eastern Crown</td>
<td>July - October</td>
<td>Sept- April</td>
<td>Dec - March</td>
<td>Mid-Feb - Late Mar</td>
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<td>Emerald Crown</td>
<td>May - Dec</td>
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**San Joaquin Valley**

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<th>Florida</th>
<th>Mexico &amp; Guatemala</th>
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**Yuma & Imperial Valley**

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**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)

**Temperature** 32°F, 0°C

**Relative Humidity** 95-100%

**Mist** Lightly (unpackaged)

Typical **Shelf Life**

- **Bunched**: 10-14 days
- **Packaged**: 14-16 days

**Temperature**

**Ethylene** Sensitive

Do not store or transport ethylene sensitive items with commodities that produce ethylene

**Freeze**

Moderately sensitive

Broccoli can recover from 1-2 nights of light freezing

**Tip**

Soaking in cold water can revive slightly wilted broccoli

- **Temperature**: 32°F, 0°C
- **Relative Humidity**: 95-100%
- **Mist**: Lightly (unpackaged)
- **Typical Shelf Life**: Bunched 10-14 days, Packaged 14-16 days
- **Ethylene**: Sensitive
- **Freeze**: Moderately sensitive

**Handle & Storage**:

**Temperature**: 32°F, 0°C

1. **Relative Humidity**: 95-100%
2. **Mist**: Lightly (unpackaged)

**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

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vegetables@sakata.com
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