



Purple Magic



Introducing our new AAS winner, Purple Magic; the first purple stem, purple-headed broccoli in the world! The large, dome-shaped heads weigh in at about 1 lb. each. Purple Magic is very high in anthocyanin (a plant-based chemical called a flavonoid) and nutritious. Anthocyanin is thought to be useful in preventing cancer and inflammation. These plants grow well in all regions of the US and are mature about 90 days from transplant.

- Purple head and stem
- AAS Winner! Well adapted
- Very nutritious

CHARACTERISTICS

Head Size Large

Bead Size Small

Exterior Color Purple

Plant Habit Medium Large, Upright

Relative Maturity Main Season

SAKATA[®]

Broccoli FACTS

Broccoli has been found to have more cancer-fighting compounds than other members of the brassica family. It is rich in glucosinolates, which, once ingested, break down into these healthful cancer fighters: indoles, sulforaphane, and isothiocyanates. Broccoli also provides high amounts of Vitamin C, folate, and beta carotene and significant amounts of protein, calcium, iron, potassium, and fiber.

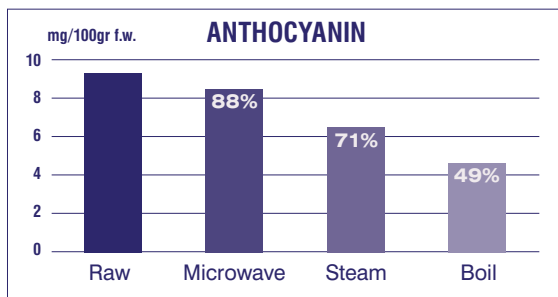
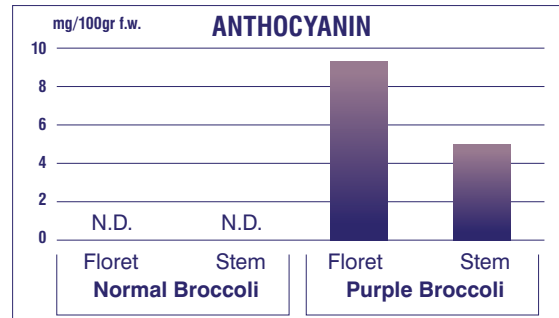
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THE POWER OF PURPLE

PURPLE BROCCOLI CONTAINS ANTHOCYANIN

- Purple Broccoli contains anthocyanin 9.3mg/100gr f.w. florets.
- The amount nearly equates to ten pieces of Blueberry (10gr)
- Dietary reference intakes are not decided, but 50mg/day is generally proposed.
- Sakata Purple Broccoli also contains anthocyanin in stems (5mg/100gr f.w. stems)
- Normal Broccoli does not contain a detectable level of anthocyanin (DL 0.1mg/100gr)

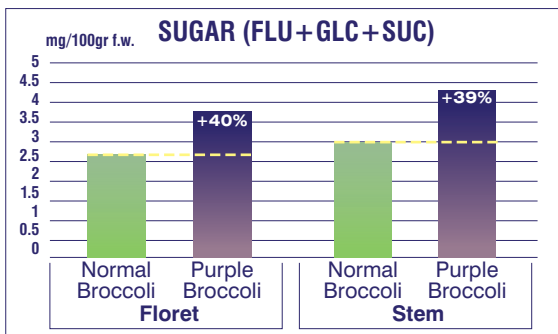
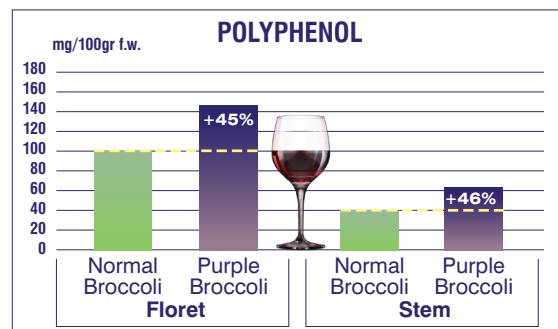


ANTHOCYANIN CAN BE RETAINED BY SELECTING COOKING METHODS

- Anthocyanin is a soluble component.
- MICROWAVE and STEAMING can keep anthocyanin after cooking.

PURPLE BROCCOLI CONTAINS MORE POLYPHENOL

- Broccoli is a rich source of polyphenol.
- Purple Broccoli can contain 45% more polyphenol than normal Broccoli.
- 100gr Purple Broccoli florets provide the same amount of polyphenol with a half glass of red wine. (150mg/100gr f.w.)



PURPLE BROCCOLI IS SWEETER

- The total amount of sugar (Fructose + Glucose + Sucrose) is 40% more in Purple Broccoli.

GLUCORAPHANIN IS IN THE RANGE OF NORMAL BROCCOLI VARIATION

- Glucoraphanin is the most famous healthy component in Broccoli, metabolized to Sulforaphane.
- The content of Glucoraphanin can vary by season and variety.
- The average Glucoraphanin content in Purple Broccoli floret is in the range of normal Broccoli variation.

