



**SAKATA®**

# PURPLE MAGIC BROCCOLI



Introducing our AAS winner Purple Magic, the first purple stem, purple headed broccoli in the world! The large, dome-shaped heads weigh in at about 1 pound 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. The plants grow well in all regions of the US and mature about 90 days harvest from transplant.

- Purple Head and Stem
- AAS Winner - well, adapted
- Very Nutritious

## CHARACTERISTICS

<b>Head Size</b>	Large
<b>Bead Size</b>	Small
<b>Exterior Color</b>	Purple
<b>HG Market Segment</b>	Bedding Plant Growers, Farm Market, Mail Order, Seed Packet
<b>Plant Habit</b>	Medium Large, Upright
<b>Relative Maturity</b>	Main Season

## BROCCOLI FACTS

Broccoli has been found to have more cancer-fighting compounds than other members of the cabbage 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.

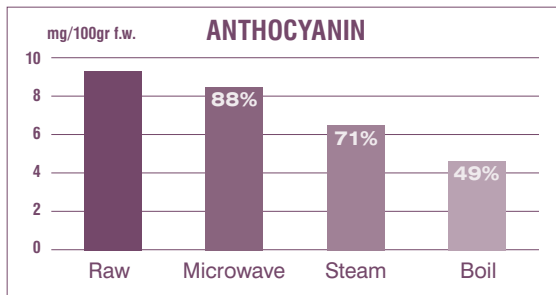
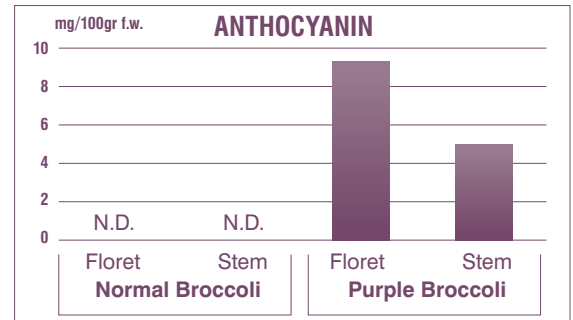
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# THE POWER OF PURPLE

## PURPLE BROCCOLI CONTAINS ANTHOCYANIN

- Purple Broccoli contains anthocyanin 9.3mg/100gr f.w. florets.
  - The amount nearly equals 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).

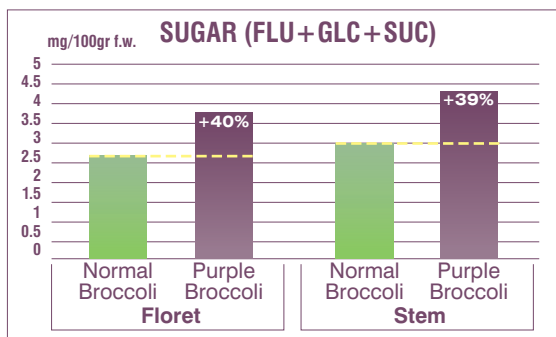
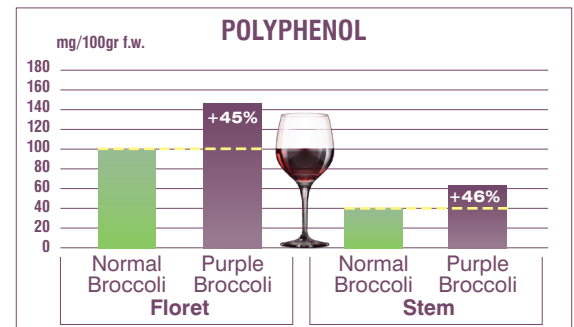


## ANTHOCYANIN CAN BE RETAINED BY SELECTING COOKING METHODS

- 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.

