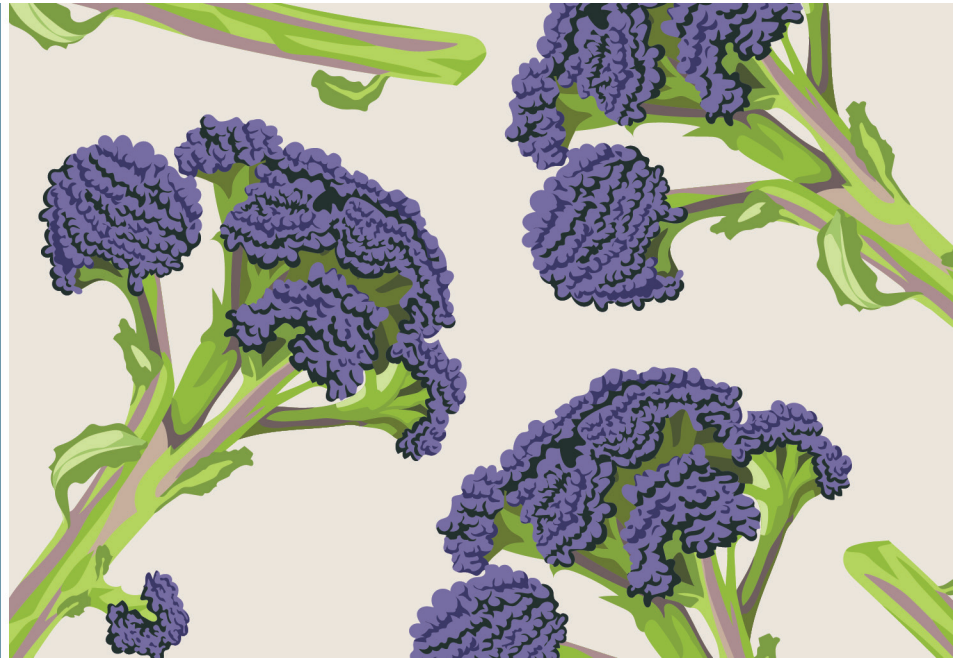




Produce Profile: PURPLE SPROUTING BROCCOLI



WHAT IS PSB?

Ladybug Brand Purple Sprouting broccoli is a cruciferous vegetable that thrives in the cold weather of winter and early spring in the Pacific Northwest. PSB is easy to prepare, quick to cook and a delicious seasonal eating experience. Late season frosts and low overnight temperatures help develop its sugars, resulting in a sweet and tasty fresh flavor.

Unlike its standard broccoli cousin, which grows a single large head, PSB produces smaller heads with scattered side shoots. Known for being tender from top to stem, PSB cooks quickly, resulting in a delicious eating experience that's easy to prepare.

WHEN IS PSB AVAILABLE?

This crop is typically available from Northwest growers March through May. Every season is different and harvest start is dependent on the warmth of winter days.

WHY PSB?

Not only is PSB incredibly nutritious and delightfully colorful, it helps support small and medium-sized Northwest growers as they transition from slow winter months. This delicious crop brings vital income when our hardworking farmers need it most.

WHAT IS LADYBUG BRAND?

Founded and distributed exclusively by [Organically Grown Company](#), Ladybug Brand offers a year-round harvest of organic fruits and vegetables - from everyday staples to unique specialty items.

Giving back is part of Ladybug Brand's mission and purpose, so a portion of every sale is donated to nonprofits dedicated to cultivating a more equitable, resilient and accessible organic food system.

Visit <https://www.ladybugproduce.com> to learn more!

Ladybug Brand™ Purple Sprouting Broccoli is packed
and distributed by Organically Grown Company.



ORGANICALLY™
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[organicallygrown.com](https://www.organicallygrown.com)

SHARE THIS INFO WITH EATERS



- Grown in the Northwest
- Tender and flavorful from top to stem
- Fresh and sweet flavor
- Use in place of standard or baby broccoli
- Easy to prep and quick-cooking



MERCHANDISING TIPS

- Useful for breaking up displays that are predominantly green, PSB adds vibrant purple to wet racks.
- Placed near broccoli and/or baby broccoli, PSB helps inspire impulse purchases for those reaching for cruciferous veg.
- Don't hide PSB, showcase it! Make sure customers can really see the full product by giving it ample space in displays.
- In addition to wet rack placement, pull PSB out onto an ice table to get it the attention it deserves. Remember that PSB is a unique item that most grocery store shoppers don't come to the produce department seeking (yet). Make it prominent!
- Emphasize “Northwest grown” with signage.
- Utilize signage and/or social media channels to educate eaters by telling the PSB story, that it generates vital income for small to medium sized NW growers during a lean time of year.
- Explain that the entire stems and head are edible, and share preparation tips.
- Consider promotional pricing to build awareness and establish an eater base.