



OUTSTANDING QUALITIES

- ◆ SEMI-DOME SHAPED HEADS
- ◆ PURPLE HEADS
- ◆ NICHE MARKET

Purple Magic* is the perfect Niche market broccoli variety with a uniform purple head. **Purple Magic*** is a medium maturing variety that performs well when grown into winter and growing out of winter. The variety produces heads with fine beads and have a unique leaf and stem colour.

SPECIAL VARIETAL REQUIREMENTS

- **Purple Magic*** should only be grown in the Autumn season
- Contact area representative for a sowing guide

CHARACTERISTIC*	PURPLE MAGIC*
KIND	F1 hybrid broccoli (<i>Brassica oleracea</i> L. convar <i>botrytis</i> (L.) Alef. Var. <i>cymosa</i> Duchesne)
SEASON	Autumn
MATURITY	Medium, around 80 - 90 days from transplant
HEAD SIZE	Large
HEAD SHAPE	Semi-dome
HEAD COMPACTNESS	Excellent
EXTERIOR COLOUR	Purple
BEAD SIZE	Small-medium
PLANT SIZE	Large
DISEASE REACTION (SCIENTIFIC)	-
FIELD HOLDING	Excellent
YIELD POTENTIAL	Exceptionally high
SUGGESTED SPACING	36 000 – 40 000 plants per ha
MARKET SEGMENT	Niche market
SPECIAL FEATURES	Purple head

* Characteristics given are affected by production methods such as soil type, nutrition, planting population, planting date and climatic conditions. Please read disclaimer.
 WARNING: VARIETY PROTECTED UNDER PLANT BREEDERS RIGHTS. UNAUTHORIZED MULTIPLICATION AND/OR MARKETING OF SEED PROHIBITED.

Disclaimer: This information is based on our observations and/or information from other sources. As crop performance depends on the interaction between the genetic potential of the seed, its physiological characteristics, and the environment, including management, we give no warranty express or implied, for the performance of crops relative to the information given nor do we accept any liability for any loss, direct or consequential, that may arise from whatsoever cause. Please read the Sakata Seed Southern Africa (Pty) Ltd Conditions of Sale before ordering seed.
Resistance: is the ability of a plant variety to restrict the growth and development of a specified pest or pathogen and/or the damage they cause when compared to susceptible plant varieties under similar environmental conditions and pest or pathogen pressure. Resistant varieties may exhibit some disease symptoms or damage under heavy pest or pathogen pressure (HR = High resistance, IR = Intermediate resistance).

* **Experimental:** This variety does not appear on the current South African Variety list, but has been submitted for registration.

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GENERAL TIPS FOR BROCCOLI PRODUCTION

Disease resistance definition

Resistance: is the ability of a plant variety to restrict the growth and development of a specified pest or pathogen and/or the damage they cause when compared to susceptible plant varieties under similar environmental conditions and pest or pathogen pressure. Resistant varieties may exhibit some disease symptoms or damage under heavy pest or pathogen pressure. Two levels of resistance are defined:

High/standard resistance (HR): plant varieties that highly restrict the growth and development of the specified pest or pathogen under normal pest or pathogen pressure when compared to susceptible varieties. These plant varieties may, however, exhibit some symptoms or damage under heavy pest or pathogen pressure.

Moderate/intermediate resistance (IR): plant varieties that restrict the growth and development of the specified pest or pathogen, but may exhibit a greater range of symptoms or damage compared to resistant varieties. Moderately/intermediately resistant plant varieties will still show less severe symptoms or damage than susceptible plant varieties when grown under similar environmental conditions and/or pest or pathogen pressure.

Susceptibility definition:

Susceptibility (S) is the inability of a plant variety to restrict the growth and development of a specified pest or pathogen.

Tolerance definition:

Tolerance (T) is the ability of a plant variety to endure abiotic stress without serious consequences for growth, appearance and yield. Vegetable companies will continue to use tolerance for abiotic stress.

Climatic requirements

Broccoli is most suited to growth and development in cool, moist conditions. Under high temperature broccoli heads may turn an unattractive yellowish colour. This happens particularly after harvest but can occur before the crop is harvested. Broccoli also has a tendency to abscission or partial abscission of buds leading the condition known as 'brown bud'. This problem is more common with certain cultivars when they are grown under stress. Varietal choice is very important for summer production as certain varieties are more resistant to heat and will perform better in the warm months.

Fertilisation

Broccoli crops generally have a high nutritional requirement with the main factors limiting yield in many areas of South Africa being soil acidity, low soil phosphorous, low soil nitrogen and potassium levels as well as low or unavailable molybdenum. A good nutritional programme is essential to maintain high nutrient levels in the soil with annual applications based on a reliable soil test. Soil tests should be conducted for each field prior to planting to record the status of the soil and to be able to correct any nutrient imbalances and problems prior to planting. Applying small amounts of fertiliser through the life of the crop is more beneficial, cost-effective and results in good quality produce. Incorporation of organic matter greatly benefits the growth and development of broccoli.

Please note too that Boron is exceptionally important in preventing Hollow stem and broccoli can be very sensitive to Boron shortages. Regular foliar sprays of Boron will help prevent this damage from occurring.

Nutrients withdraw limits (kg/ha):

	N	P	K
Norm	190.0	65.0	210.0

Harvesting

Ares matures between 60 and 70 days from transplant depending on the variety and heads tend to develop very rapidly. The crop should, therefore, be harvested every two or three days. Heads are picked when they are well-sized and well-coloured, but before any signs of loosening. Heads continue to expand and loosen after harvest and quality deteriorate rapidly, especially where high temperatures occur. The primary heads are the most sought after and generally command the highest prices. They are cut within the first 2 weeks of harvest and comprise 60 – 80 % of the total crop of most varieties. At closer spacing, individual heads are reduced in size but total yields are higher and the primary heads form a greater proportion of the crop. Commercial yields generally range from 8 – 12 tonnes per hectare.

Post-harvest handling

Broccoli should be carefully stored after harvest at a temperature of about 4°C. Cool storage conditions aid in maintaining head firmness and reducing post-harvest disease. It is essential that a cold chain is maintained from harvest to the final destination and whilst the produce is on display. A break in the cold chain will result in post-harvest decay and loss of quality. Maintaining a high humidity during cooling reduces rapid loss of moisture from the heads. Rapid moisture loss leads to very quick weight loss by heads impacting final yield.

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