WHAT IS PSB?

Purple Sprouting broccoli is a cruciferous veg that thrives in the cold weather of winter and early spring in the Pacific Northwest. Late season frosts and low overnight temperatures help develop its sugars, resulting in a sweeter flavor than standard broccoli.

Unlike its cousin, which grows a single large head, PSB produces smaller heads with scattered side shoots. Tasty and tender from top to stem, PSB cooks quickly, resulting in a delicious eating experience that’s easy to prep and prepare.

WHEN IS PSB AVAILABLE?

Typically March through May, but every season is slightly different! Warm days can bring on PSB as early as late February.

WHY PSB?

Beyond nutritious, delicious and delightfully colorful, Ladybug Brand PSB helps support small and medium-sized Northwest growers as they transition out of the slow winter months. This crop provides vital income to farmers when needed 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.

Head to https://www.ladybugproduce.com to learn more!
SHARE THIS INFO WITH EATERS

Grown in the Northwest
Tender and flavorful from top to stem
Sweeter and nuttier than standard broccoli
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). You have to 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 this lean time of year.

- Explain the entire stalk and head are edible, and share preparation tips.

- Consider promotional pricing to build awareness and establish an eater base.