Sakata Seed introduces Gea, its new reference in broccoli

Sakata Seed Iberian **has presented to the sector its last novelty in the catalog of cultivation of broccoli, Gea, in the course of a day of field celebrated the 17th of January in the Murcian town of Alhama.**

This event was attended by about 300 people, including farmers, technicians in the area, distribution, marketers and specialized media. All of them have been able to learn about the new variety of broccoli that the company had been developing for years and that is being commercially launched, thanks to the company's product promoter, Antonio Ibarra.

> Gea has a thin trunk and its weight is concentrated in the head. With few wounds in the inserts with the leaves, it presents less oxidation damage

Its collection takes place from mid-December to the end of March. *A collection that stands out for its uniformity and homogeneity, which greatly facilitates the manufacturing process in the warehouses. In addition, its high compactness allows more weight per volume, which reduces logistics costs.*

This variety has aroused great interest among producers and marketers in the area. *Its homogeneity makes it a very attractive pellet for supermarket shelves, especially for those*

interested in sizes between 350 and 500 grams.

The event ended with the delivery of a gift and a catering, during which the lottery was held for a batch of seeds, whose winner was David Ruiz Romero.

> In recent years, the seed company has devoted part of its efforts in research in this field, which has allowed it to be very active annually in the launch of new proposals

In 2015, it was Triton, a variety that stands out for its intense green color and high performance; In 2016 Ares was presented, which stands out for its precocity and uniformity and this year it was the turn of Gea.

Its mission as a company is to offer products that meet the needs of farmers and society as a whole. Sakata, is committed to research and also has among its objectives to promote the consumption of this and other vegetables, either with its own initiative "Broccoli Passion" or with participation in associations, such as "More Broccoli" or "5 a day".

Source: Sakata Seeds