

# DOMESTIC ICELESS BROCCOLI CROWNS

WITH CONTROLLED ATMOSPHERE SEALED BAG



## ICELESS BROCCOLI

Our iceless broccoli is different because of the controlled atmosphere sealed bag used to extend the shelf-life. The 20 lb carton nets approximately 32-38 uniformed sized crowns per carton. This pack offers 100% usable product and reduces excessive stem material. Excellent for florets.



## DOMESTIC ICELESS BROCCOLI PROFILE

### SEALED BAG:

- Controlled atmosphere sealed bag.
- Retains moisture and keeps product fresh longer.

### PROCESS:

Broccoli crowns are harvested and stalks are trimmed approximately 3-4" below lateral stems. Butts are trimmed uniformly before placing into the carton bag. Iceless broccoli is Hydro-Vacuum cooled within 2-4 hours of harvest for optimal moisture retention. The fast cut to cool time will retain the products shelf life after harvest.

### CROWN SIZE:

5-7" in diameter measured at the widest point. Length is 4.5-6.5".

### ADVANTAGES:

- Controlled atmosphere bag helps maintain product hydration and longer shelf life
- No wax carton
- No ice: eliminating ice drippings and possible cross contamination
- Iceless pack = freight advantage due to more per pallet (64) vs. standard ice format (48)
- Increased food safety benefits
- More useable product

### GROWING REGIONS:

- Dec-Mar: Winter desert growing region of AZ, CA
- Apr-Nov: Salinas Valley, CA
- Year-Round: Central Mexico

CROWN SIZE	STEM LENGTH	SKU	PACK SIZE	NET WT.	PER PALLET	TI/HI
5-7"	Cut max 3-4" below lowest branch	556002 (USA) 555208 (MEX)	32-38 crown count	20 lb minimum	64 cases	8/8



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