

## Broccoli

Broccoli cultivation in polyhouse enables year-round production. High-value vegetable with growing demand in Indian markets.



### ABOUT

#### Grow High-Value Broccoli for Premium Indian Markets

Broccoli commands ₹60–150/kg in Indian markets and requires cool, controlled conditions that only protected cultivation can provide in most regions. Agrifirst polyhouse solutions make broccoli farming viable across India.

### DESCRIPTION

**Broccoli** is a high-value vegetable that has seen explosive demand growth in India over the past decade. With increasing health awareness and expansion of modern retail, broccoli now commands premium prices year-round. However, broccoli requires cool temperatures (15–22°C) that are achievable in most of India only under Agrifirst's climate-controlled polyhouse conditions.

#### Why Grow Broccoli in Agrifirst Polyhouse?

- **Premium pricing** — ₹60–150/kg throughout the year, with peak pricing in summer months
- **Growing urban demand** — Health-conscious consumers and modern retail drive increasing consumption
- **Climate-controlled growing** — Agrifirst Fan & Pad polyhouse maintains the cool temperature broccoli needs
- **Reduced imports** — India imports significant quantities, creating opportunity for domestic growers
- **Multiple harvests** — Side shoot production extends harvest period after main head is cut

#### How Agrifirst Helps You Succeed

Agrifirst's evaporative cooling polyhouses maintain 15–22°C temperatures essential for broccoli head formation, even in plains and tropical regions where open-field broccoli cultivation is impossible. Our integrated cooling, ventilation, and irrigation systems create a controlled microclimate that produces tight, compact, premium-quality broccoli heads for top market pricing.

**Expected earnings:** ₹10–18 lakhs per acre annually with Agrifirst polyhouse broccoli cultivation.

### GALLERY

