



Pleasant View Gardens, Inc.
7316 Pleasant St.
Loudon, NH 03307

Phone: 603-435-8361
Fax: 603-435-6849

Email: sales@pwpvg.com
Website: pwpvg.com



**Pleasant
View**
GROWING SUCCESS

AMAZEL™ BASIL
HAS TWO WORDS FOR
DOWNY MILDEW
Not Welcome

PVG



**Pleasant
View**
GROWING SUCCESS

INTRODUCING AMAZEL™ BASIL



If you are familiar with the Basil world, you have probably heard of Basil Downy Mildew (*Peronospora belbahrii*). This devastating pathogen has wreaked havoc on sweet Basil crops in the U.S. since its introduction in south Florida back in 2007. In fact, a quick online search will show that Basil Downy Mildew is an issue for large scale operations, home gardeners, and herb enthusiasts alike. The yellow splotches and nasty black spores that arise when this pathogen takes hold will spoil any hopes for a tasty bruschetta or pesto every time, and has definitely caused some major issues in commercial fresh Basil operations from Florida to Canada and all the way to Hawaii.

But that's all about to change. After comprehensive studies conducted by the University of Florida as part of its 2012 Basil breeding program, Proven Winners® is proud to release the first truly Downy Mildew-resistant sweet Basil variety to the North American market. Introducing Amazel™ Basil, a clonally propagated Basil hybrid (*Ocimum*) with resistance to Basil Downy Mildew (*Peronospora belbahrii*) and excellent horticultural and culinary characteristics.

Not only has our Amazel™ Basil been trialed in multiple regions to assure Downy Mildew resistance nationwide, it has gone through rigorous consumer testing by the Food Science and Human Nutrition Department at the University of Florida – standing up to even the most popular market Basil varieties for flavor and aroma. Further, through vegetative propagation and great hybrid vigor we can assure you that this Basil variety will out-produce anything else out there, achieving harvestable size up to three weeks sooner than post-transplant seed-produced varieties.

Another amazing aspect of our new Amazel™ Basil is its ability to dramatically extend the traditional Basil season in two important ways. First, it's bred to flower late, so more time can be spent picking tasty, aromatic leaves instead of dead-heading flowers. And it doesn't set any seeds. Zero. So the plant can focus 100% of its energy into creating vegetative growth instead of seed production. This helps extend the harvest season, not to mention the overall yield.

Additionally, while standard Basil can be damaged by late season cool temperatures, our new variety is bred to be more cold-tolerant. Which means it can withstand lower temperatures that typically bring an end to standard Basil. And this also increases shelf-life and shipping efficiency during the chilly months.

With its resistance to Downy Mildew, larger tender leaves, dark green color, late flowering, no seed production, increased cold tolerance, and ever-appealing aroma iconic in sweet Basil recipes everywhere, Amazel™ Basil is poised to make a huge splash in the herb world this season.

The first Downy Mildew-resistant sweet Basil



Downy Mildew (*Peronospora belbahrii*) on standard Basil plant.

- First Downy Mildew-resistant sweet Basil
- Excellent horticultural and culinary characteristics
- Rigorous testing by the University of Florida's Food Service and Human Nutritional Department
- Tremendous vegetative growth and hybrid vigor
- Achieves harvestable size three weeks sooner than post-transplant seed-produced varieties
- Late flowering and zero seed setting extends harvest season and yield
- Improved cold tolerance



Amazel™ Basil sprigs vs. standard Basil sprigs after onset of Downy Mildew.



Amazel™ Basil vs. standard Basil 11 weeks after transplant, onset of Downy Mildew, and inclement weather.