

# How to grow Pink Radicchio at Home

## Factors to Consider when Growing Pink Radicchio

### Climate and Planting

Pink radicchio thrives in colder climates with temperatures between 60 to 65 degrees Fahrenheit (15-18 degrees Celsius). It can be grown as a fall or winter crop in most regions. When planting, you can choose to directly seed or transplant. For direct seeding, sow the seeds about a quarter inch deep, one inch apart, in rows spaced 12 to 18 inches apart. If transplanting, start the seeds indoors approximately six to eight weeks before the last expected frost and transplant the seedlings when they reach three to four inches in height.

### Soil

Pink radicchio prefers well-draining soil with a pH range between 5.5 – 6.5. Ensure that the soil is rich in organic matter, which promotes healthy growth.

## Caring for Pink Radicchio

### Watering

Pink radicchio requires consistent moisture, but avoid waterlogged soil. Water deeply once or twice a week, adjusting based on weather and soil conditions.

### Fertilizing

Pink radicchio is a heavy feeder and benefits from regular fertilization. Use a balanced fertilizer with equal amounts of

nitrogen, phosphorus, and potassium every two to three weeks to support robust growth.

### **Pest and Disease Management**

Pink radicchio is vulnerable to various pests like aphids, slugs, and diseases such as leaf spot. Consistent monitoring and timely control measures are essential to safeguard the plant from damage.

## **Harvesting and Marketing Pink Radicchio**

### **Harvesting**

Typically, pink radicchio is ready for harvest approximately 70 to 90 days after planting, depending on environmental conditions. To harvest, cut the head of the radicchio at the base of the plant. You can choose to trim the outer leaves or leave them, depending on your preference.

### **Marketing**

Pink radicchio is renowned for being one of the most expensive vegetables globally, often fetching a high price of \$10 per pound (approximately 800 Rupees for 500 grams). Its distinctive color and unique flavor make it a sought-after delicacy, making it an attractive option for commercial cultivation.

By considering these factors and following best practices, you can successfully grow and market pink radicchio, whether as a hobby or as a potentially lucrative venture.