



Broccoli Emoji Submission

To: Unicode Consortium

From: Aviv Ovadya (broccoli@aviv.me), Ashwini Oruganti (ashwini.oruganti@gmail.com)

Date: October 30, 2016

Abstract

This is a request for the inclusion of a broccoli emoji. There are currently very few vegetable emojis, and this is one of the most iconic vegetables in the United States, if not the world.

Introduction

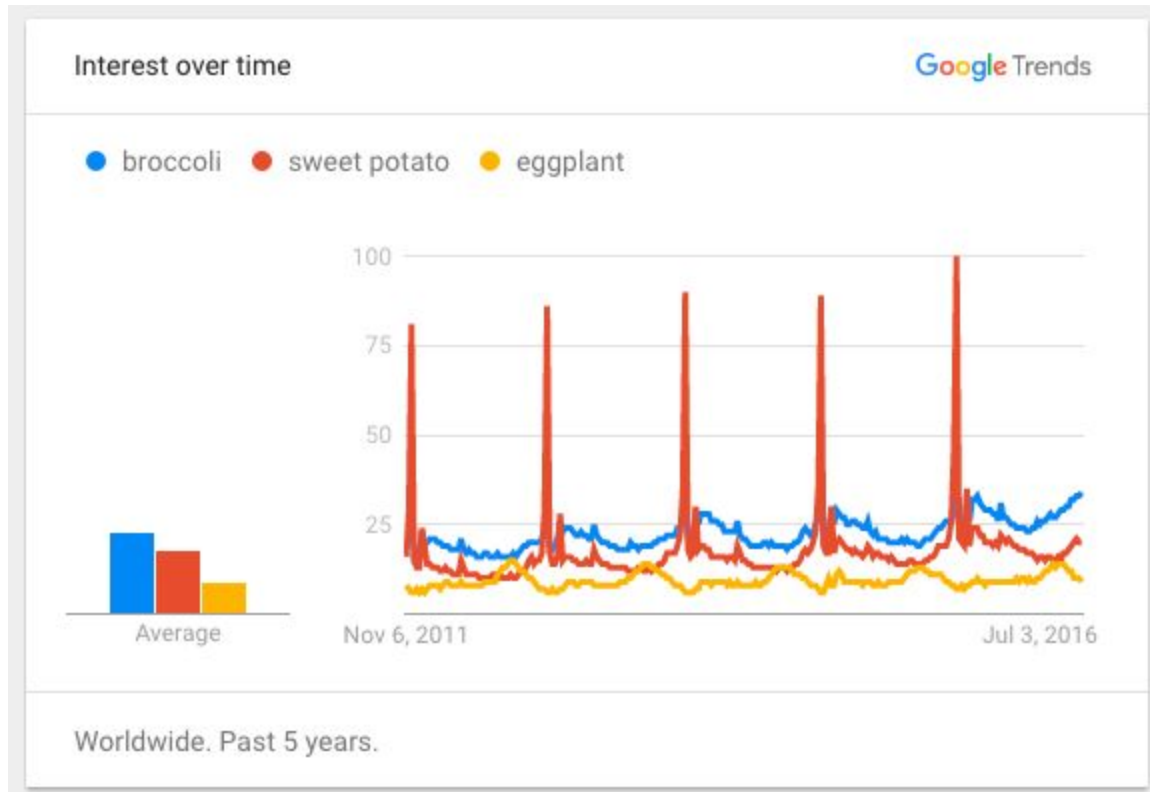
Broccoli is loved and derided in many regions worldwide. It is native to the Mediterranean and parts of Asia and was popular in Italy since the days of the Roman Empire. It spread through Europe in the past few hundred years and has become broadly available with globalization in the last century.¹ Whether roasted, stir-fried, or just salad raw, everyone either loves (or loves to hate) broccoli, and it has become closely associated with the idea of healthiness in food.

¹ <http://www.mdidea.com/products/new/new09204.html>

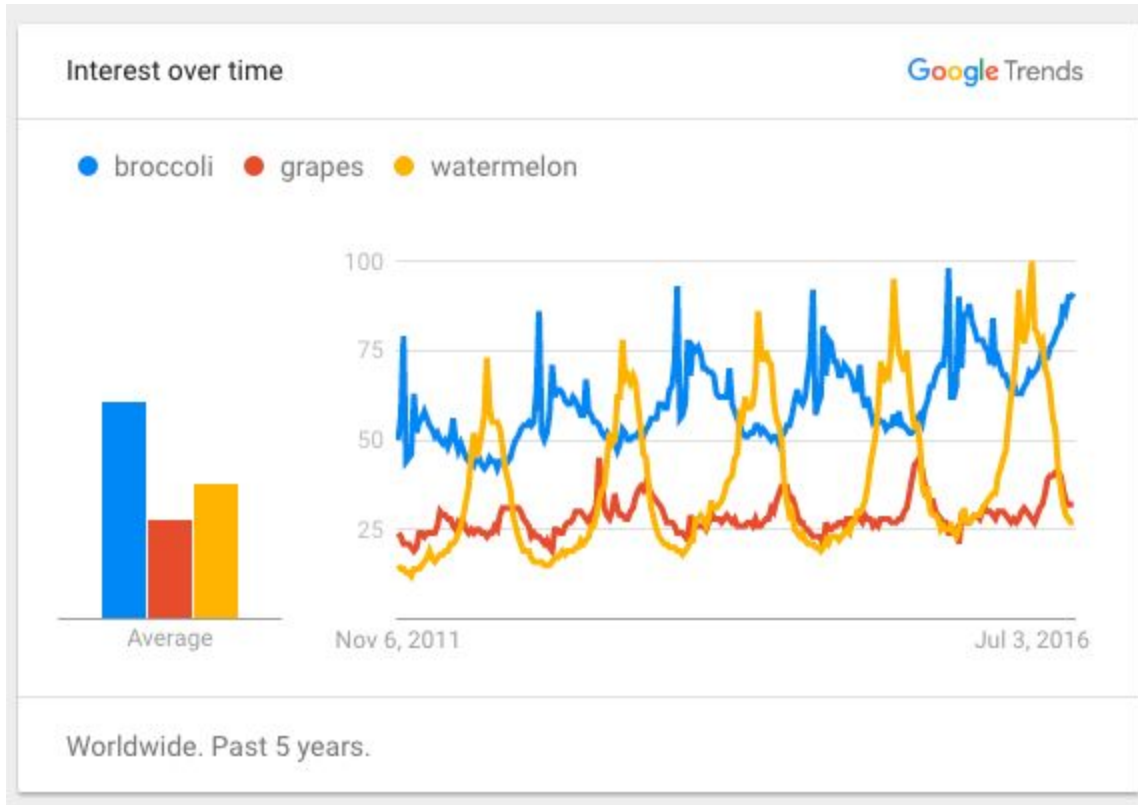
Expected Usage

Frequency

A Google Trends comparison of existing vegetable emojis reveals that “broccoli” outranks “sweet potato” and “eggplant” (the spikes for sweet potato seem to come around the United States Thanksgiving holiday).

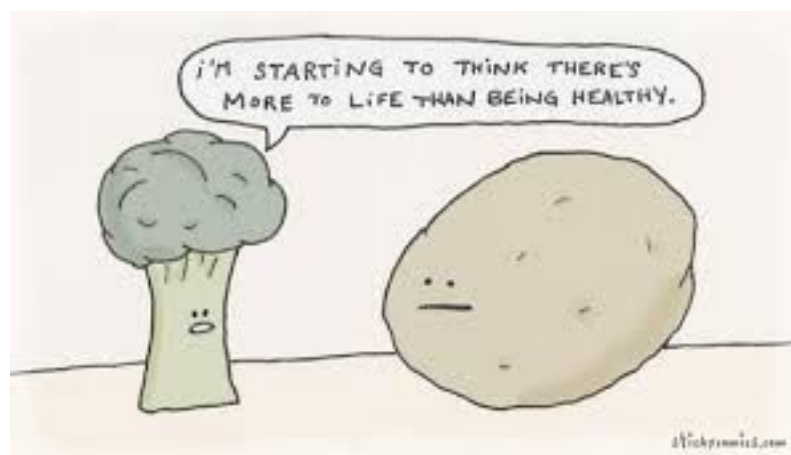


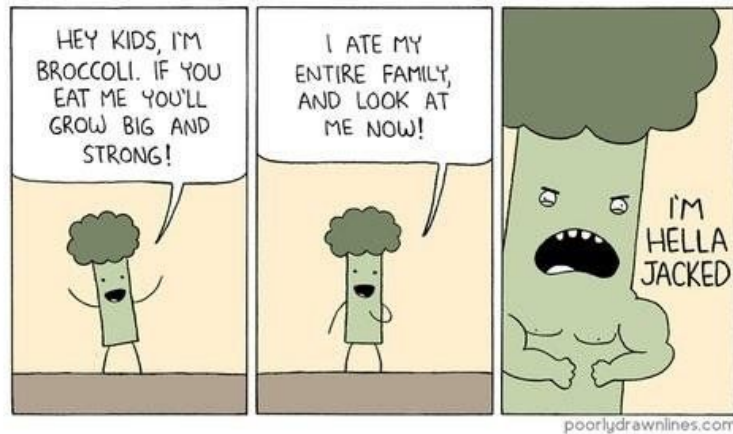
In comparison with other plant food emojis, such as “grapes” and “watermelon” it’s even more popular.



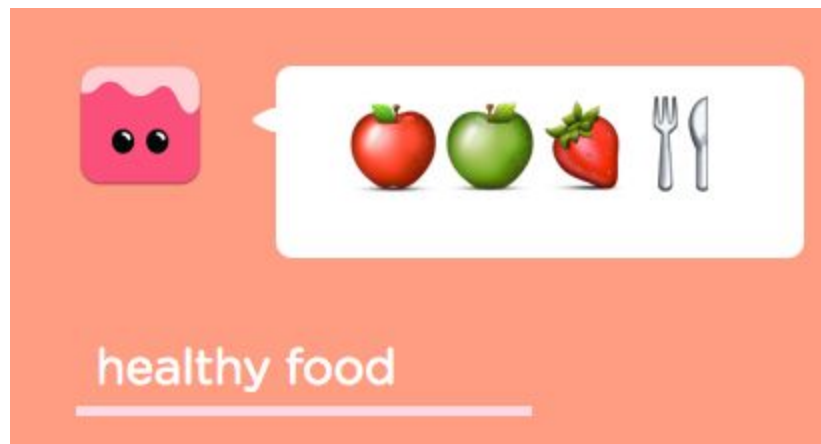
Multiple uses

When we consider the usage of alternative meanings of broccoli, they overshadow even the comparisons above. Broccoli can be used to signify healthiness. It is one of the most stereotypical “healthy foods” in pop culture and is perhaps the canonical vegetable.





It's also used in some cultures to indicate distaste for something being too healthy and less tasty, such as when it "ruined" pizza in the recent Disney movie "Inside Out."² Dango, an artificial intelligence emoji translator trained using large-scale analysis of human emoji use, suggests among " " to indicate "healthy food" – none of which are ideal, even in combination.³



Broccoli also has the additional meaning of marijuana in popular culture, which could be helpful until marijuana gets its own Emoji.⁴ This usage became widespread through the song "Broccoli" by hip-hop artists Lil Yachty and D.R.A.M., that has over 68 million views on YouTube⁵. Below you can see that these alternate meanings might cause even more usage than that for the food itself.

² https://www.youtube.com/watch?v=O_b2W0Vfbv4

³ <https://getdango.com/>

⁴ <http://www.urbandictionary.com/define.php?term=broccoli>

⁵ <https://www.youtube.com/watch?v=K44j-sb1SRY>



Demand

The demand for a broccoli emoji has been expressed across the internet and social media. Emojipedia collected emoji requests from its users in the past 12 months, and the broccoli emoji was one of top 4 emoji requested in the Food and Drink category.⁶

On Facebook⁷ and Twitter⁸, the absence of a broccoli emoji has been dearly felt:

“This would be the most wonderful bday gift ever”

“New emojis launches this summer... Still no broccoli...;

Keep fighting guys... Maybe one day”


“Gave this broccoli salad a test run tonight! And FYI I just spent a long time searching for a broccoli emoji (there's isn't one) “

⁶ <http://blog.emojipedia.org/top-emoji-requests-2016/>

⁷ <https://www.facebook.com/Brocoliemoji/>

⁸ <https://twitter.com/hashtag/brocoliemoji?src=hash>

Anecdotal support



Mike Brocchi @Brocco · Oct 26
Why is there no **broccoli emoji**? I want to be cool like **@burkeholland** with his 🇺🇸 flag. This tweet is sponsored by jealousy.

TheBloggess follows

Resident_Hippie @resident_hippie · Oct 26
My lunch in **emoji** 🍌🍅🥑🌶️🍕 (spicy pumpkin peanut soup & buffalo chicken & **broccoli** pizza. Need **broccoli emoji**. More veg **emoji** actually!)

Kathleen Behne @kathbehne · Oct 25
So who else had **broccoli** with **broccoli** and **broccoli** for dinner? I'm wondering why there is no **broccoli emoji**...

x ВУЯИ x @ZheronyOfficial · Oct 25
i want a **broccoli emoji**

Nicole @nicolebmarieeee · Oct 25
Why haven't they made a **broccoli emoji** yet ??????????



Paigeypoo @paige_haire · 11h
I really want some **broccoli** w/ cheese 🍷 (why don't they have a **broccoli emoji**)

mo al kinani @md_kinani · Oct 29
They need a **broccoli emoji**

In reply to Laura is the best

Savse Smoothies @SavseSmoothies · Oct 29
@HappyLozza @AsNatIntended It's one of our favourites too! Now, if only there was a **broccoli emoji** 🍷!

bb @_BBgal · Oct 29
a **broccoli emoji** would be everything



Image Distinctiveness

A broccoli emoji would be visually distinct from any current emoji and immediately recognizable as the vegetable “broccoli”. It is closest in color to a tree or a bush, but it can be distinguished by the green stem and offset rotation. It will also serve as a good representation of the collective group of “green healthy vegetables”. Broccoli’s distinctive appearance would allow for a broccoli emoji to exist without visual confusion or repetition of any existing emoji.

Completeness

The broccoli emoji would help fill out the set of “real plant food” emojis, which is currently dominated by fruits. The current set of vegetable emojis merely includes eggplant and sweet potato (also perhaps tomato and corn depending on the categorizer). Broccoli would be a welcome addition to this small set.

Factors for Exclusion

Overly Specific

The broccoli emoji encompasses both a common food, and a broad symbol of healthy food. While broccoli does come in a few differently shaped varieties, the one depicted is the canonical form that everyone can relate to.

Open Ended

N/A. The broccoli emoji would not be adding to a group of many broccoli emojis.

Already Representable

Broccoli cannot be represented by existing emojis at all. The closest that Dango suggests are .. The concept of healthy food is also not well represented.

Logos, brands, UI icons, signage, specific people, deities

N/A. Broccoli is accessible and open to all and is not confined by logos or branding.

Transient

Broccoli is likely to remain relevant as long as we have agriculture – consumption is increasing every year.

Author Bios

Aviv Ovadya has been a broccoli fan for as long as he can remember – to the extent that some friends are confused when he (occasionally) orders a dish that doesn't include broccoli. Aviv prefers his broccoli steamed or stir-fried.

Ashwini Oruganti is a self-proclaimed broccoli enthusiast. Ashwini generally assumes that broccoli means well and that, like turnip, you can't get blood from broccoli either.