



FRUITQ+ FACT SHEET

APPLE

A Naturally-Produced Phospholipid for Improved Quality

- ✓ *Uniform Color*
- ✓ *Increase Firmness*
- ✓ *Increase Weight & Marketable Yield*
- ✓ *Improve Storage & Shelf Life*



New Technology for Enhancing Quality/Profitability

✓ More Uniform Color & Ripening

FruitQ+ improves uniform coloring and uniform ripening of apples. Achieving good, natural, homogenous color, around the entire apple, improves the picking process, grade and marketing opportunities...all key factors in maximizing profits.

✓ Increase Marketable Yield

Research has shown an increase in the quality and quantity of apples picked at first harvest when FruitQ+ is applied for size and color. The result is an increase in first harvest marketable yield which allows you to market more high quality fruit earlier, for improved profits.

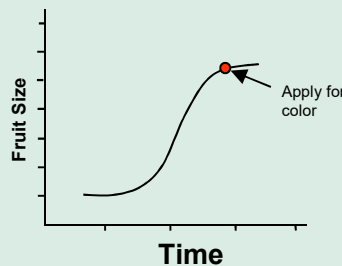
✓ Improve Grade, Packout & Profits

Research has shown a significant increase in the percentage of higher value apples, with fewer culls. Improving grade and packout help you maximize profits.

✓ Labor Savings

More uniform ripening and color development can make for easier picking with the potential to reduce harvest trips and lower labor costs, important cost factors that impact your profitability.

Apple Growth



Color Applications

Applications to increase or accelerate color development must be made when the climatic conditions are optimum for natural color development. It is recommended that the fruit show at least 10-20% color development.

These climatic conditions usually occur approximately 5 weeks before harvest.

Apple Color Development

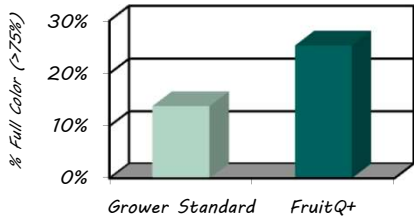
The visual color of an apple comprised of green, yellow and red is a complex blending of a yellowish opaque ground color and a semi-transparent blush color. The ground color results from a degradation of chlorophyll green to xanthophyll yellow and is a natural change as the fruit matures. The red color (anthocyanin) results from metabolism of sugar accumulated. The coloration conditions are; sugar accumulation, environmental cues such as light intensity and temperature swings of warm days and cool nights.





Field Trial Test Result

Better Color at Harvest



Coloration Difference Comparison

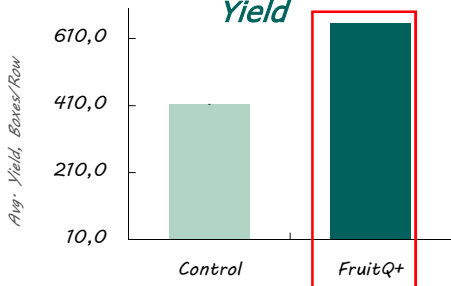


Control



FruitQ+

Control vs LPE on Yield



Total Marketable Yield Comparison



Control



FruitQ+

58% more marketable yield due to the earlier colorization.

Application Use Guide



Control

FruitQ+
2 weeks before harvest

FruitQ+
2 and 4 weeks before harvest

FruitQ+ Spraying Protocol

Fruit	Application Time	Times	Foliar Application Rate
Apple	1st : 4 weeks before harvest (When the fruit is light red) 2nd : 2 weeks before harvest	1-2	100ml/100L