

*A Naturally-Produced Phospholipid
for Improved Quality*



FRUITQ+ FACT SHEET

STRAWBERRY

- ✓ *Uniform Color*
- ✓ *Increase Firmness & Berry Size*
- ✓ *Increase Sugar Content*
- ✓ *Improve Storage & Shelf Life*



New Technology for Enhancing Quality/Profitability

✓ *Better Quality*

FruitQ+, applied prior to harvest, improves the quality of strawberries. Quality enhancements include: increased firmness, more uniform color development, increased size and better storage characteristics.

✓ *Increase Marketable Yield*

The use of FruitQ+ applied prior to harvest can translate into higher yields. The use of FruitQ+ results in enhanced size, more uniform color development, increased firmness and better storage characteristics. All of these factors contribute to incremental profits.

✓ *Improve Grade, Packout & Profits*

FruitQ+ has been shown to improve quality and grade mix for an overall increased crop value. Research has shown a significant increase in the weight and size of individual strawberries. Improving grade and packout help you maximize profits.

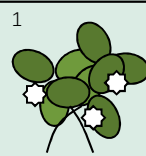
✓ *Labor Savings*

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

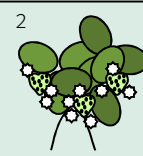
Strawberry

Growth

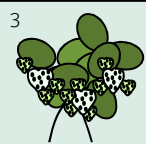
Timing is always a delicate ~~topic~~ address when it comes to multiple harvest crops such as strawberry. It is critical to understand the rhythm of flowering and fruiting since application timings are dependent on crop maturity and physiology. The following illustrations provide an account of the appropriate timing for application for both size and color. See the first section on the back of this sheet for more details



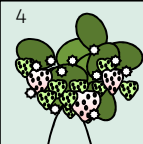
1 While the plants are still young, the first flower produced will form the King Fruit. Other flower primordia are developing soon to show petals



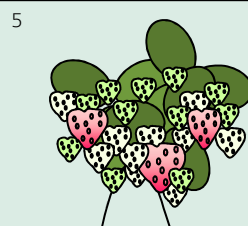
2 The King Fruit will grow rapidly if the temperature and water are optimum. As they swell, many new flower buds open and are re-pollinated forming the secondary fruit. These are more numerous and typically smaller than the king fruit.



3 The Secondary fruit begin to swell as the cells expand. This is the appropriate time for a size application. The King Fruit are beginning to change color now.



4 The Secondary fruit continue to expand and tertiary flowers develop. The King Fruit are well into the coloring phase and are receptive to color treatments.



5 The Secondary fruit begin to change color. They are no longer receptive to sizing treatments. The Tertiary fruit are rapidly sizing and are ready for application. The King Fruit are nearly fully ripe.

Field Trial Test Result

Weight & Firmness Increased in Strawberry

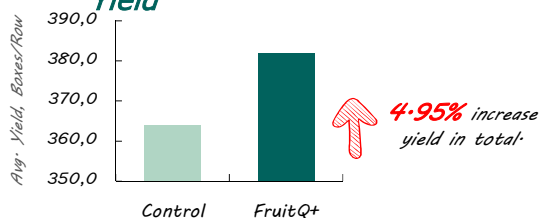


Coloration Difference Comparison



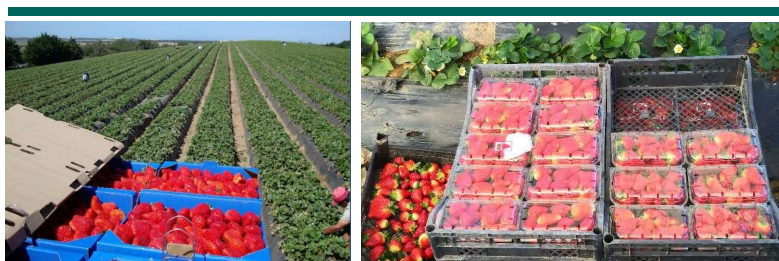
Control 1 Control 2 FruitQ+

Increasing Marketable Yield



Adana Strawberry Combined (Frigo)

Test Trial Scene in Turkey



Application Use Guide



FruitQ+

MORE & LONGER

Quality oriented producers apply FruitQ+ to enhance fruit quality, size and pack-out and improve shelf life.

FruitQ+ Spraying Protocol

Fruit	Application Time	Times	Foliar Application Rate
Strawberry	When the king fruit blushes. Repeats every 10~15 days interval depending on the fruit load and harvest on the plant.	2+	100ml/100L