

# AgriBLUSH™

Fruit Quality Technology

## AGRIBLUSH SEASONAL UPDATE - FEBRUARY 2018

### Introduction

As AgriBLUSH™ enters its third season of use in the Victorian apple industry, it is important to review a number of aspects regarding grower expectations and storage observations.

### Storage Trials

Agricrop has worked closely with a local Goulburn Valley grower to monitor the product quality of AgriBLUSH treated and untreated Pink Lady apples. Fruit which was harvested in May 2017, was placed into Controlled Atmosphere (CA) storage and assessed for pressure and brix after 6 months and 7 months. The results showed that there was no significant difference in the brix rating and indeed a slight increase in the pressure of the treated fruit.

When combined with other data collected over the past three years, it is evident that the treatment of Pink Lady apples with AgriBLUSH, has shown no detrimental impact on fruit quality whilst in CA storage.

### Optimum Harvest Timing

The maturity of treated apples may be brought forward after treatment with AgriBLUSH, therefore treated Pink Lady apples should be regularly tested for harvest parameters to ensure optimum apple quality. There were anecdotal comments last season that a number of growers missed the peak in prices due to not taking advantage of the earlier maturity of their AgriBLUSH treated apples and thus earlier harvest ability.

### Seasonal Variation on Quality Outcomes

The last two seasons have provided an excellent insight into the impact of seasonal variation to fruit finish. Hot weather experienced during AgriBLUSH's first season in autumn 2016, allowed the product to show its real potential by delivering significant improvements to fruit quality and appearance. Final pack-outs from that season saw growers achieve between a 10% and 25% increase in 1st Grade Pink Lady apples.

The mild autumn of 2017, delivered fruit with excellent skin quality and colour and accordingly, there proved to be a reduced difference in the fruit finish response to AgriBLUSH.

The take home message from these first two years of use, is that even in a mild Autumn like the 2017 finish, AgriBLUSH still delivered a genuine return on investment for growers.

### AgriBLUSH Application Tips

For best results apply a split application of 1 L/ha at four weeks before harvest and a second application two weeks later.

Agricrop advises that AgriBLUSH **SHOULD NOT BE** applied in a tank mix with any other product. In addition, growers who have applied AgriBLUSH **SHOULD NOT APPLY** Ethrel® Growth Regulator within the same season either before or after AgriBLUSH.

Always read the label directions before use at [www.agricrop.com.au/agriblush](http://www.agricrop.com.au/agriblush).

If you would like more information about AgriBLUSH use in apples, please contact Jim Lyons on mobile 0418 831 910, visit our website at [www.agricrop.com.au/agriblush](http://www.agricrop.com.au/agriblush) and follow us on Facebook [www.facebook.com/agricrop/](https://www.facebook.com/agricrop/) for the latest updates on our products.

### Untreated Pink Lady apples LHS and treated apples RHS



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