



Client accessibility

IMPROVE YOUR FRUIT YIELD

AS PART OF ITS CONTINUOUS DRIVE FOR INNOVATION AND NEW DEVELOPMENTS, IN 2002 AGRIPHAR PURCHASED A MOLECULE WHICH ACTS AS A GROWTH REGULATOR. IT MAINTAINS THE QUALITY OF THE FRUIT WHILST INCREASING ITS SIZE AND SIGNIFICANTLY ACCELERATING ITS MATURITY.

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Larger apricots that can be eaten earlier in the year...

This molecule has been tested on apricot trees in the south of France. It is a growth regulator which encourages cell division in the fruit, thereby increasing its size. It has also been shown to improve yield and accelerate the maturity of the fruit. Following a number of positive test results, the molecule was approved in 2006.

Effective crop management

The molecule must be applied at exactly the right moment, before the stone hardens. Apricot growers therefore have only a few days during which to apply the product to their crop. Behaviour varies for different fruit varieties. The growth regulator molecule was therefore initially tested variety by variety. Those that reacted best to the product

were then selected for application of the molecule, and were available for sale before the non-treated varieties.

This molecule therefore enables growers to manage their crop more precisely, depending on their production schedule. It may also help to spread the harvest workload over a longer period of time. This significant benefit is highly sought-after in regions where seasonal workers are difficult to recruit and retain. For consumers, the molecule means that the fruit purchased will ripen more quickly and will be larger in size.

The product is neither toxic nor flammable. The fruit therefore retains its quality up to the moment of consumption. ■■■

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