



# How Ali Bayindir Tarim Improved the Harvest Yield and Quality of their Apple Crops

## Customer

Ali Bayindir Tarim

## Challenge

Ali Bayindir Tarim was experiencing problems with yield, quality, fruit drop and coloring. They wanted more flexibility to widen their harvest window, improve yield and enhance color and quality in their apple crops.

## Solution

In 2015, Ali Bayindir Tarim treated apples across 87 acres of land with Harvista. In all treated trees they experienced increased yield, extended picking window and better fruit color.

## An Added Boost

After Harvista treatment, Ali Bayindir Tarim applied SmartFresh™ post-harvest treatment in storage for longer lasting freshness. This combination helped them extend shelf-life and increase profits.

*Harvista™ by AgroFresh provided Ali Bayindir Tarim an efficient and effective way to increase yield and quality.*

Ali Bayindir Tarim was founded in 1980 in Gönen, district of Isparta, and grows apples on 371 acres of land with varieties such as Granny Smith, Golden Delicious, Starkrimson Delicious, Gala, Fuji and Pink Lady. Their annual production reaches 8,000 tons.

### *In pursuit of the highest quality apples*

Like all apple growers Ali Bayindir Tarim sought to control when and how their fruit ripened and predict the harvest window. To try to accomplish this, they were using different pre-harvest treatments but had issues like watercore, late harvest and inconsistent coloration. They wanted to see if Harvista would generate better results than the treatments they had previously tried.

### *A flexible, bountiful, quality harvest*

Ali Bayindir Tarim dedicated 87 acres of land to a Harvista trial, including varieties such as Granny Smith, Golden Delicious, and Starkrimson Delicious. The trial resulted in an extended harvest window with fruit lasting on the trees 20 days longer than expected.



***“Harvista is the best discovery of the century for apples,” said Mehmet Bayindir, head of operations for Ali Bayindir Tarim. “We have gained substantial results since we took the first step.”***

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In addition, they achieved more color, increase in yield and increase in revenue, making it a very good season for Ali Bayindir Tarim.

The combination of Harvista and SmartFresh enabled Ali Bayindir Tarim to solve the problems they had been having during harvest and post-harvest. They received positive feedback after exportation and Mehmet Bayindir credits their success to the application of Harvista in the field to control the harvest window followed by the use of SmartFresh in storage to extend shelf-life.

### An ongoing solution

Ali Bayindir Tarim will continue to use Harvista to gain flexibility with the harvest window, increase yield and enhance the quality of their apple crops.

Mahmet Bayindir adds, "Harvista is really effective. Growers of all sizes should use it in order to obtain significant results and enjoy a smoother growing season without issues."

## Quality harvest. Greater profits.

Thanks to Harvista, Ali Bayindir Tarim had more control over the harvest window on all varieties including Granny Smith, Golden Delicious and Starkrimson Delicious.



Flexible harvest window on all varieties



more color



more yield



more revenue

