



Harvista™
an AgroFresh solution

Take Advantage of Firmer Blueberries

Harvista™ 1.3 SC

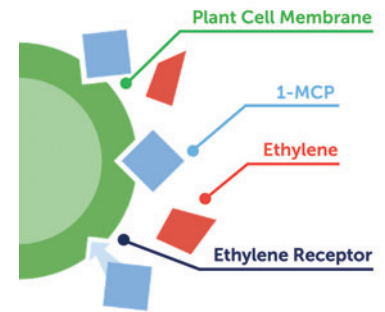
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Ethylene is a plant's natural hormone. It is naturally produced at different development stages and processes, including the response to stress such as transplanting and diseases, or in the case of blueberries, during ripening. Ethylene accelerates maturation and softening by binding to the fruit's receptor sites. Harvista™ blocks ethylene receptors to delay these effects.

How does Harvista™ work?

- It delays the acceleration of maturity processes caused by ethylene.
- **Harvista™ 1.3 SC** is based on 1-Methylcyclopropene (1-MCP), formulated as a suspension concentrate containing 1.3% of 1-MCP.
- 1-MCP resembles ethylene and prevents its binding to fruit receptor sites.



Benefits:

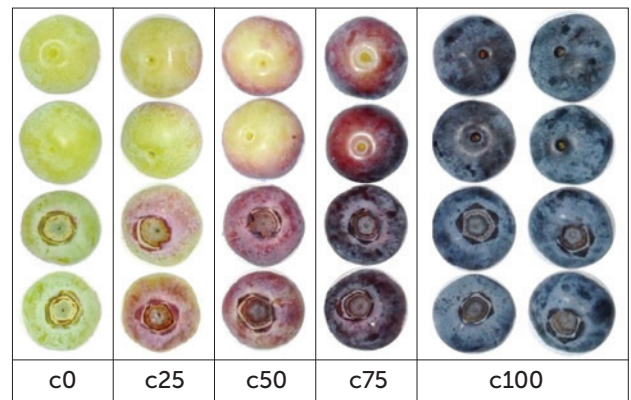
- With this unique mode of protection against ethylene, the mechanical changes associated with berry softening will be delayed and the blueberry softening rate will be decreased.
- Provides unmatched control over the ripening process for better firmness and better-quality fruit at harvest, regardless of whether it is made by machine or by hand.

When to apply it for success.

The physiological maturity of the fruit is mainly defined by the ethylene production and the respiration rate, but it is also related to growth stages and color changes.

In general, blueberries begin to strongly increase the respiratory rate and the rate of ethylene production from the c25 stage, to reach their peak at the c50-75 stage.

Harvista™ 1.3 SC should be applied before that peak, blocking the ethylene receptor sites before the ethylene responses are triggered.



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CONTACT:

AgroFresh Customer Service: info@agrofresh.com

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