

MaxCel[®] Plant Growth Regulator—Bigger Fruit for Bigger Profits

MaxCel[®] Plant Growth Regulator Solution is a proven fruit thinning agent which increases fruit size and helps improve return bloom. It helps fruit reach its full potential in European pear varieties such as Bartlett, Bosc and d'Anjou. Due to its growth promoting action, *MaxCel* increases fruit size beyond the direct thinning effect providing greater packout and fewer undersized fruit than traditional thinners. The state-of-the-art formulation of *MaxCel* includes a built-in surfactant, which provides excellent product uptake.

- ▶ Increases fruit size for better packout
- ▶ Reduces hand thinning costs
- ▶ Improves return bloom and reduces biennial bearing
- ▶ Ideal for both fresh market and processing operations

MaxCel—Thins and Improves Fruit Size



Untreated



MaxCel Thinned



MaxCel Thinned



Hand Thinned

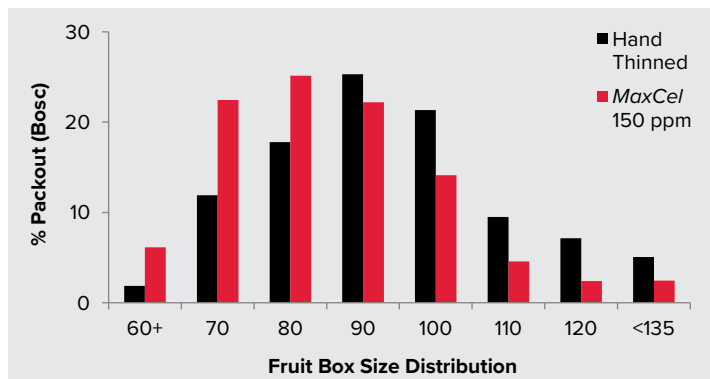
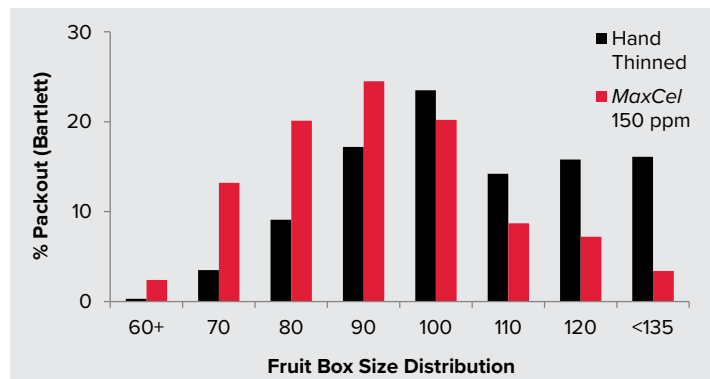
How Does *MaxCel* Work?

Thinning—From bloom through fruit set the demand for energy exceeds supply in pear trees. *MaxCel* shifts the competition between fruit and vegetative growth causing the weakest fruit to be shed and the strongest fruit to remain.

Sizing—*MaxCel* effects fruit size in two ways. The first is the result of the tree having more available resources for the remaining crop after thinning. The second is the direct effect of the active ingredient in *MaxCel* which causes more cells to form in the young fruit giving it a greater potential to grow.



MaxCel—Increases Packout



Not only does packout improve from reducing the number of fruit per tree but the remaining fruit are larger. The value of increased cell growth is clear in these graphs where packout is greater even versus hand thinning. Bottom line, higher packout higher return.

Location: Monitor, WA Source: Valent BioSciences

How To Use

Rate	75–200 ppm
Timing	Apply when the average diameter of king fruitlets is between 5–15 mm, 10 mm is optimal. Applications will be most effective when the maximum temperature is above 65° F on the day of application and the following 2–3 days.
Method	Air blast sprayer
Spray Volume	Use sufficient volume to ensure complete coverage
REI / PHI	12 hours / 86 days

Other Important Information

- ▶ Use higher rates in orchards that have a history of being difficult to thin, in varieties known to be difficult to thin and in cool weather situations
- ▶ Direct 80% of the spray into the upper two-thirds of the tree canopy
- ▶ For best results, apply in the morning or evening when conditions are best for slow drying (cooler temperatures and higher humidity), in order to ensure adequate absorption of the product. If applied in the morning, assure that the leaves are not too wet from dew.
- ▶ Do not exceed a total of 310 fl oz/A per season

