

| Pear |

MaxCel[®] Plant Growth Regulator – The Bigger Thinner™

MaxCel[®] Plant Growth Regulator is a proven fruit thinning agent which increases fruit size and helps improve return bloom 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.

- Increases fruit size leading to 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 Treated

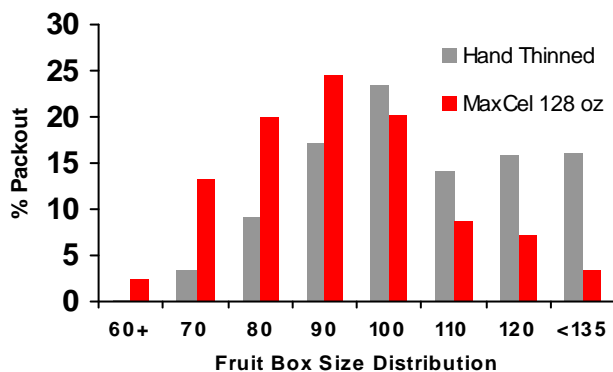
Hand Thinned

Bartlett Pears

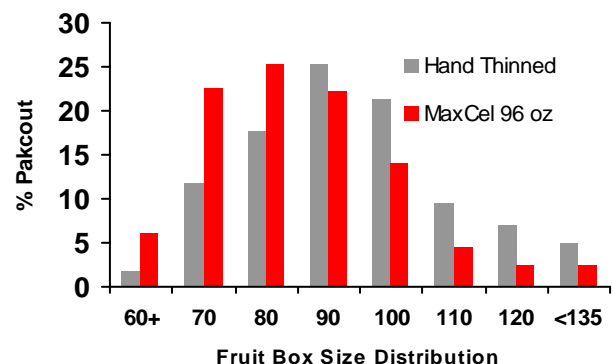


MaxCel – Increases Packout

Bartlett



Bosc



How does *MaxCel* work?

Thinning – From bloom through fruit set the demand for energy exceeds supply in apple 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.



How To Use

Rate	Bartlett: 96 – 128 oz/100 gal Bosc & d’Anjou: 64 – 96 oz/100 gal	(Other important information below)
Timing	Apply when average fruit diameter is 6 – 12 mm and daytime temperatures are expected to be 65° F or higher for 2 – 3 days after application	
Method	Air-blast sprayer	
Spray volume	100 to 200 acre gal/A	
REI	12 hours	
PHI	86 days	

Other Important Information

- Use higher rates in orchards that have a history of being difficult to thin or under cool weather conditions (maximum daily temperature is below 65° F)
- Direct 80% of the spray into the upper 2/3rds of the tree canopy
- For best results, apply in early morning or late evening when conditions are best for slow drying and absorption
- Expect more thinning when maximum day temperature exceeds 86° F
- Do not exceed 308 ounces product per acre per season

