



Harvista[™]
an AgroFresh solution

Interested in more **quality** and more marketable yield potential?

(We thought you might be.)

AgroFresh

We Grow Confidence[™]

The innovation that helps you make the most of harvest.

Harvista™ 1.3 SC from AgroFresh™ is an innovative near-harvest solution. Its unique mode of action gives you unmatched control over the ripening process for better quality fruit.

Ethylene is a plant's natural hormone that accelerates maturation and softening. Harvista 1.3 SC blocks ethylene receptors to delay these effects. By delivering more marketable yield and game-changing benefits¹, it can help you make the most of your next blueberry harvest—and every harvest after that.

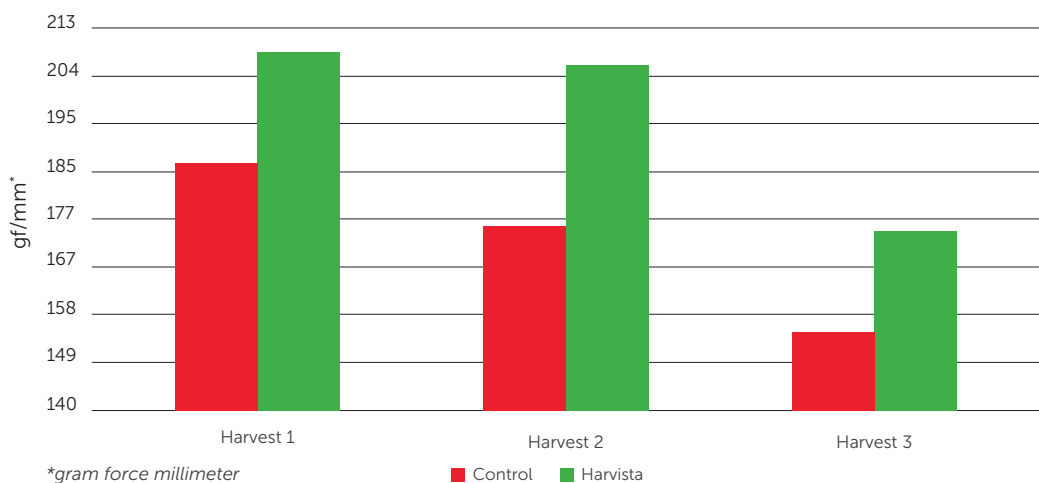
MARKETABLE YIELD POTENTIAL JUST GOT A LOT MORE PREDICTABLE.

Enjoy unmatched control over the ripening process and bottom-line projections—whether your blueberries are picked by hand or machine.

 THE NEAR-HARVEST SOLUTION FOR FIRMER BLUEBERRIES

FIRMNESS AT HARVEST JUST GOT A LOT MORE POSSIBLE.

BLUEBERRY FIRMNESS AT HARVEST.

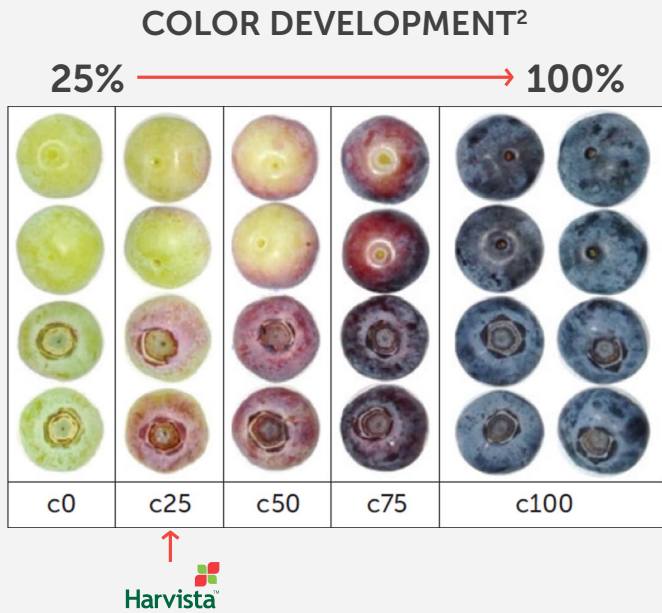


WHEN TO APPLY FOR SUCCESS.

With this unique mode of protection against ethylene, the mechanical changes associated with blueberry softening will be delayed and the softening rate will be decreased.

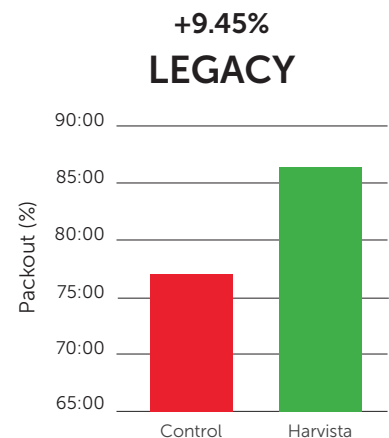
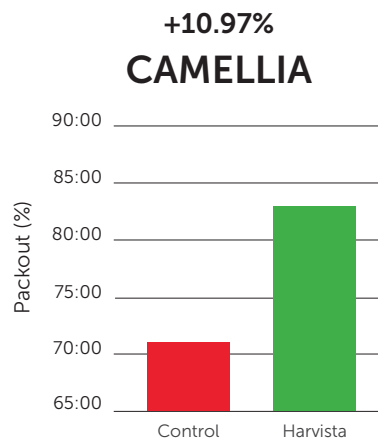
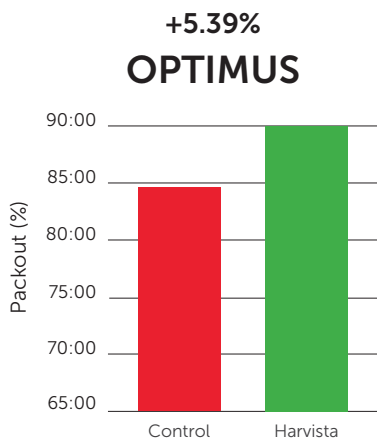
Based on field trial results, on average, Harvista™ 1.3 SC application should be at 25% color (c25) approximately 7-12 days before harvest – geography and varietal dependent.

**PROVEN
ADVANTAGES,
WHETHER PICKED
BY HAND OR
MACHINE.**



PACKOUT VOLUME JUST GOT A LOT MORE IMPRESSIVE.

THESE COMMON BLUEBERRY VARIETIES SHOWED A SIGNIFICANT INCREASE IN PACKOUT VOLUME.³

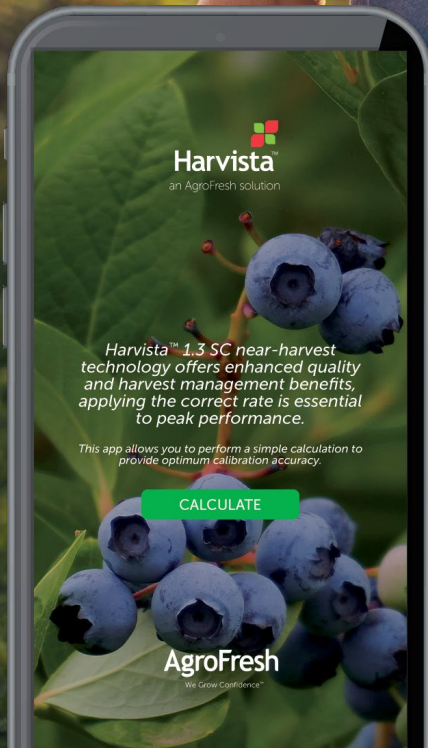


■ Control ■ Harvista

EASY APPLICATION, COMPLETE SUPPORT.

Applying Harvista™ 1.3 SC is simple. An AgroFresh™ field sales technician can answer any questions and provide helpful resources, such as a step-by-step application video, ROI value calibration tool and calibration app.

 **INNOVATIVE AND
READY TO HELP
YOU SUCCEED.**



LEARN MORE



Scan the QR code or contact an AgroFresh representative at HarvistaBlueberry.com

¹ AgroFresh study on file; results may vary by customer. Refer to full product label for usage instructions.

² Faculty of Agricultural Sciences, School of Agronomy, University of Talca. Gonzalez C, 2016.

³ AgroFresh Study on File, Alma Berry, 2022.

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