

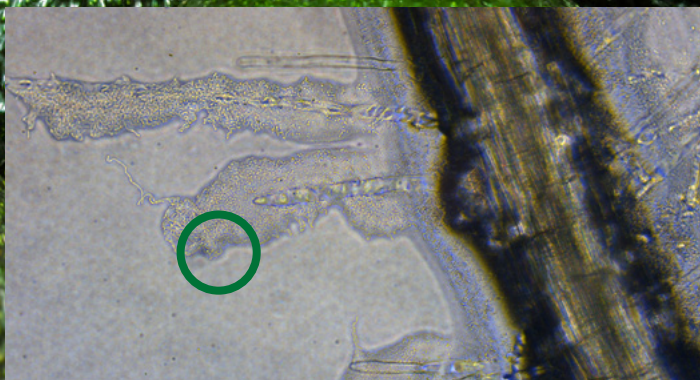


SERENADE[®]
prime

Local Avocado Results

'It all starts here'...

Serenade[®] Prime is a beneficial bacteria that colonises avocado roots. It creates a win-win relationship with the plant at the soil interface, improving nutrient availability. Frequently this results in better root vigour, improved harvested fruit quality and shelf life.



Serenade Prime colonising the root

Early Application

Serenade Prime is best applied close to the onset of the key periods of root flush. Apply the first application to the spring root flush, which generally coincides with early fruit set. A second application is recommended timed for the autumn root flush when fruit is nearing maturity.

Apply **35 mL/tree** through the under tree irrigation. Inject the product towards the end of the irrigation cycle to ensure Serenade Prime remains in close proximity to the roots. It can be mixed with common fertilisers or soil biostimulants.



Significantly improved rootlet vigour was measured following spring application on healthy 5 year old Hass variety avocados, in Qld, 2014. Note the new white healthy roots.

Increased Quality and Size

Trial results in Southern Queensland showed an 8% increase in first grade pack-out of *Hass* variety avocados. There was a noticeable shift from small to large fruit sizes within first grade. Pack-out was recorded from 78 tonnes of fruit harvested from treatments in treated block during July 2016.

Pack-out by Quality Grade (kg/ha)

Treatment	1st Grade	2nd Grade	3rd Grade / reject
Non-treated	12,270	8,371	1,627
Serenade Prime	13,311	7,323	1,024

First Grade Fruit Size (kg/ha)

Treatment	Small	Medium	Large
Non-treated	1,596	5,047	5,627
Serenade Prime	1,362	5,504	6,446

Improved Shelf Life

Serenade Prime improved shelf life quality at 28 days post-harvest on *Hass* variety avocados. Internal discolouration was reduced by 15% when compared to the untreated. Colour development to $\frac{3}{4}$ colour was 80% in treated fruit and 49% in the non-treated fruit. This may indicate an effect on earlier field fruit maturity with the Serenade Prime treatment.

