



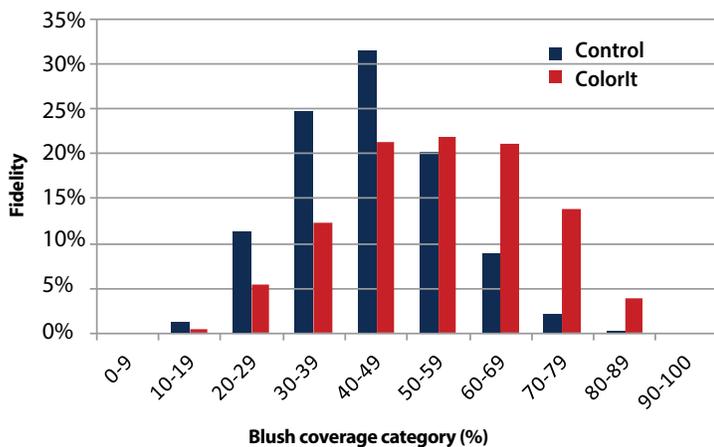
ColorIt Reflective Cloth Field Trial

An independent replicated orchard trial to measure apple fruit coloration and maturity responses to reflective cloth was carried out in commercial Hawke's Bay orchards during the 2014 season by Fruition Horticulture (HB) Limited.

ColorIt reflective cloth was compared with an untreated control for varying intervals. Fruit coloration measured at the start of harvest was significantly increased in all varieties.

The proportion of the crop below 40% coloration was significantly reduced and the proportion above 70% was significantly increased by the cloth treatments. This response is illustrated using the variety Fuji as an example (Figure 1).

Figure 1: Distribution of fruit blush coverage at start of harvest in standard Fuji



Treatment details and responses from the 2014 trial work were:

VARIETY	TREATMENT DURATION	CONTROL	CLOTH	COLOR INCREASE	CHANGE IN % OF CROP IN THE FOLLOWING COLOR BANDS WITH COLORIT REFLECTIVE CLOTH	
All standard clones	Number of days cloth was under trees before assessment and start of harvest	Treatment means	Treatment means	Average difference in apple % color coverage assessed before harvest	Less than 40%	70% or more
Royal Gala	23	48%	57%	+9%	-10%	+18%
Jazz	11	35%	56%	+21%	-33%	+30%
Fuji	30	39%	50%	+10%	-19%	+16%
Pink Lady	11	39%	44%	+5%	-9%	+8%

Fruit color response is influenced by variety, tree size, use duration and sunshine hours



Factors affecting response

A number of factors influence the response to ColorIt reflective cloth:

Variety - Each variety responds differently.

Duration - Optimal benefit for fruit color development usually takes 2-3 weeks for most blocks and varieties. If duration is too short, response may be disappointing. On the other hand, little extra benefit may be gained from long duration and gains from shifting to other blocks could be missed.

Sunshine - There is a marked seasonal decline in sunshine duration and energy over the course of the apple harvest. This means that later season varieties require more time to receive equivalent sunshine energy than early ones. Cloudy weather also affects response.

Tree size - More light is reflected by the cloth in smaller, dwarf trees while larger canopies intercept more light and reduce what is available to be reflected back. Typically, larger trees require more time to get a similar response to smaller trees.

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We are committed to ongoing product development and improvement so growers can gain more from using ColorIt