

AIM BIG WITH AMBITIOUS®



Ambitious plant growth regulator, containing 10 g/L Forchlorfenuron (CPPU), is now registered in Victoria and Queensland for the purpose of increasing fruit size in Royal Gala and Fuji apples.

Ambitious is a unique tool to help our leading apple growers to maximise the size and quality potential of these varieties and significantly increase the value of their crop.

When used as directed the strong cytokinin chemistry in Ambitious increases fruit cell division and cell numbers, along with increasing the size of these cells without reducing firmness or brix at harvest and with no phytotoxicity or residues.

To effectively increase fruit size, the crop being treated must not have its potential limited by other factors. The use of Ambitious will not overcome poor crop load, excessive drought and heat stress, nutritional deficiency, losses through disease or other crop stresses.

Gala apples are the most likely to make significant gains in size and value after an Ambitious treatment due to the setting of smaller fruit under a potentially heavier fruit load.

Other varieties that usually have a lighter fruit set and no trouble achieving good size and weight when adequately thinned are unlikely to benefit from the use of Ambitious to increase fruit size and it is not registered for use with those varieties.

Professional application with excellent coverage is the KEY to great results in Apples

Do's and Don'ts

- **DO** apply as a fine spray in sufficient water to provide good coverage of all target fruit.
 - Ambitious does not translocate and will only size the fruit it contacts.
 - If coverage is uneven, fruit ridging or lopsided fruit will result.
- **DO** use Ambitious at 100 mL/100L of water when king fruit size is 10 mm.
- **DO** include a non-ionic surfactant such as Pomade™.
 - Poor fruit shape is a risk if a quality surfactant is not included.
- **DO** apply under warm conditions, with expected high for the day of 20°C or greater.
- **DO NOT** use in orchards where poor pollination or fruit shaping issues are common.
 - Ambitious will enhance the negative fruit shape issues caused by other factors.
- **DO NOT** use sprayer configurations and/or water rates that result in drip points.
- **DO NOT** apply under fast drying conditions as absorption and efficacy is reduced.
 - Avoid spraying in the heat of the day.
- **DO NOT** apply when rain is expected.
- **DO NOT** apply more than one application per season or above label rates.

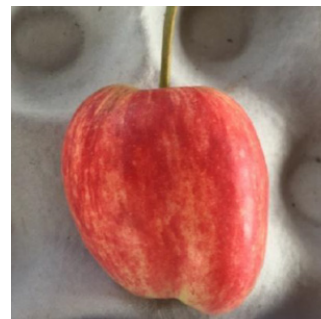
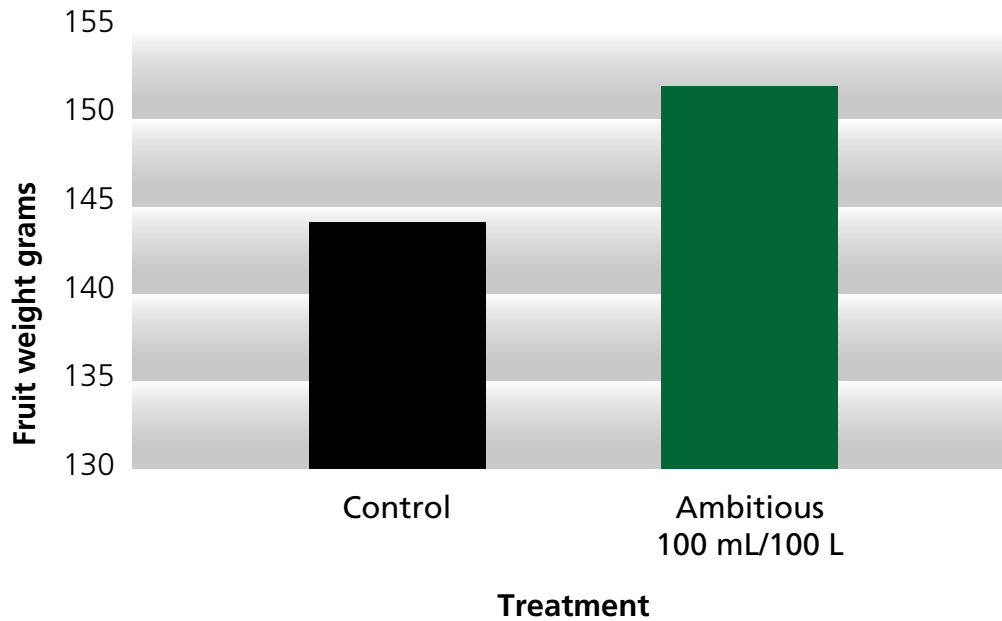


Photo: Example of lop-sided fruit that can occur from uneven application of Ambitious

In this trial at Warragul, Victoria, 'Brookfield Gala' apples were treated with Ambitious at 100 mL/100 L of water plus Pomade at 125 mL/100 L when king fruit were 10 mm.

An average weight increase of 8 g per fruit or 5.6% was achieved with the average size increasing from 65.7 mm to 66.7 mm.

In development work for apples, higher and lower rates were trialled, however, the 100 mL rate provides the most consistent results and cost effective reward for growers.



For further information on on fruit sizing of apples with Ambitious, please contact:

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Ambitious® is a registered trademark.



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