



BREVIS™ 150 SC

For more consistent,
insecticide-free thinning,
the choice is crystal clear.



ADAMA

Listen • Learn • Deliver

BREVIS™ 150 SC

Innovation that changes everything!

BREVIS™ 150 SC powered by the novel active ingredient Metamitron is the newest innovation from ADAMA that provides consistent fruitlet thinning in both apples and pears.



After BREVIS™ 150 SC application King fruit remains while lateral fruitlets will drop



King fruit develops to a uniform, highly marketable quality fruit

What makes BREVIS™ 150 SC the best choice?

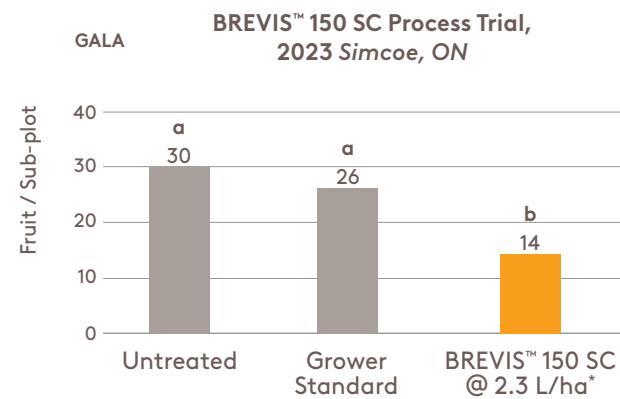
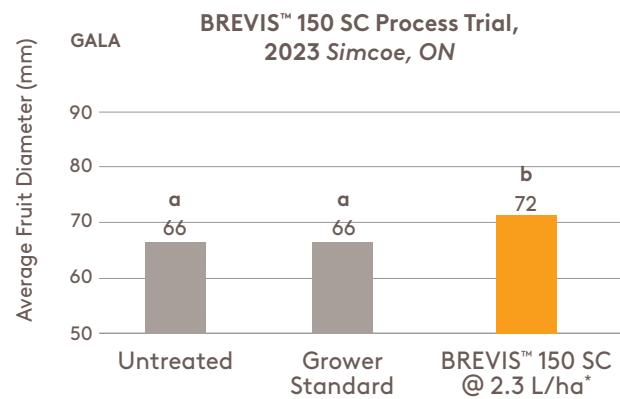
- New unique active ingredient registered in Canada
- Improved quality and marketability
- Proven consistent fruit size and uniformity
- Flexible application window from petal fall to 16-18 mm
- Improved safety for workers and beneficials
- No negative effect on russetting or firmness
- Safe for export markets and approved by leading global regulatory agencies
- Proven effectiveness worldwide with over 600 field trials and years of experience

Why does BREVIS™ 150 SC work so well?



BREVIS™ 150 SC is different from the competition, unlike the existing insecticide based products, it has an effect similar to shading, causing a temporary reduction in carbohydrate production, thus promoting a natural fall of lateral fruitlets, preserving the dominant or king fruit.

BREVIS™ 150 SC Reasons to Believe:



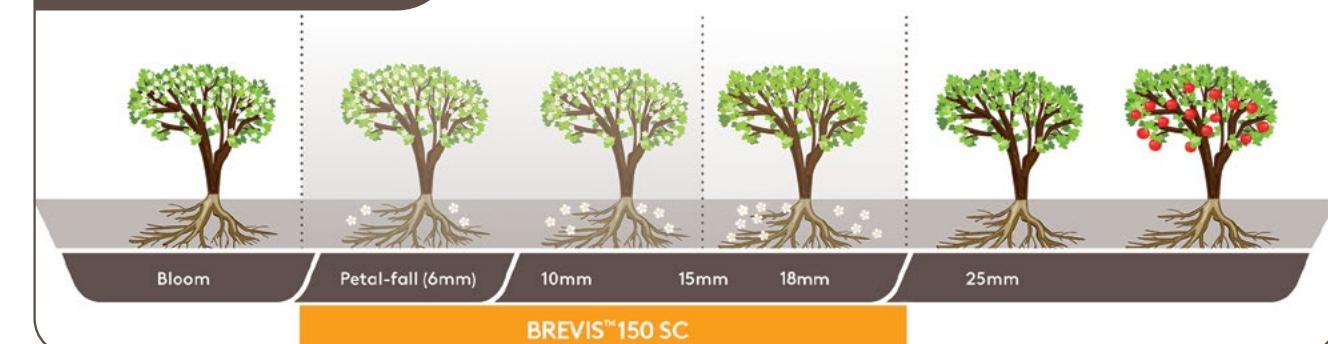
*2.3 L/ha is an experimental rate only. Maximum label rate = 2.24 L/ha.

Application Flexibility:

Rates vary by region, orchard history and thinning requirements; consult the BreviSmart™ app or your crop consultant.

Apply BREVIS™ 150 SC as a standalone thinner from petal fall up to 16-18 mm fruitlet size.

Application timing for apples



For optimal results consider using two applications of BREVIS™ 150 SC. First application should be made in the early 8-10 mm fruitlet stage.



Following the first application of BREVIS™ 150 SC, monitor fruit clusters 8-10 days post-application to determine if the predicted fruit load remains higher than the growing goal. Optimal second application timing is 12-14 mm fruitlet size.



If daytime temperatures are over 29°C or greater on the planned day of application or 2-3 days following, application should be delayed until cooler conditions. Low or moderate temperatures do not affect BREVIS™ 150 SC, like they do other thinning products, however daytime temperatures above 18°C are optimal.

Key Rate Determinators:

- Amount of desired fruit thinning
- Cultivar / variety
- Weather conditions
- Tree health
- Overall orchard history

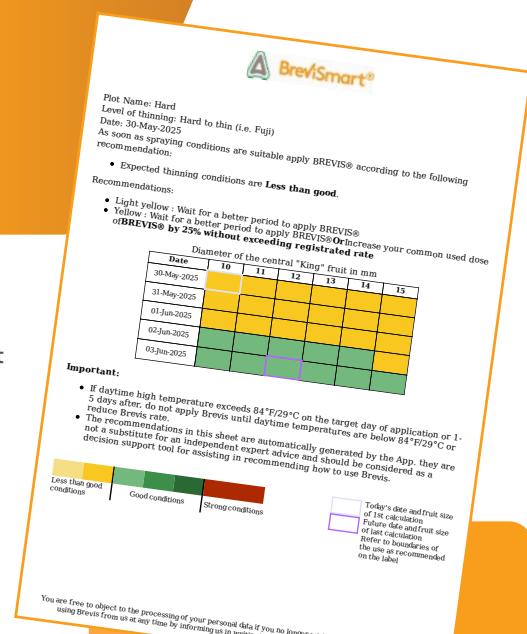
Rates should be adjusted based on orchard specific factors including but not limited to:

BreviSmart™

Know when the time is right!

BreviSmart™ is a digital, web-based carbohydrate model designed to help growers using BREVIS™ 150 SC. When the time approaches for fruit thinning, BreviSmart™ calculates if the conditions in the coming days are favorable or not for applying BREVIS™ 150 SC. Crop advisors and their growers input variables such as the varietal response to thinning, fruitlet size and location. BreviSmart™ utilizes local weather history and forecasts to make recommendations. Considering these variables, it creates a visual representation of the optimal timeframe for spraying BREVIS™ 150 SC.

BreviSmart™ takes into account the effects of night-time temperatures from 8PM to 7AM as well as radiation (sunlight), precipitation, fruitlet size, and known thinning propensity. Weather data and forecasts support decisions on when and how much BREVIS™ 150 SC to apply. Historical and forecast weather data is sourced from near by weather stations. Night-time temperatures are recorded and used in model calculations. A report is generated using a traffic light system (yellow for reduced thinning conditions, green for good thinning conditions, red for strong thinning conditions). Reports are produced daily during the thinning season. Growers and their crop advisors can adjust the application rate up or down based on the BreviSmart™ table.



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for more
information!

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SIGN UP



Trees with the red flags (left) treated with BREVIS™ 150 SC, trees with no flags (right) are untreated and later received hand thinned. The fruit on the ground represents wasted energy. Image source: Vineland Research and Innovation Centre, Vineland Station, Ontario 2025



Always read and follow label directions.
Toll-free: 1.855.264.6262 | Website: ADAMA.COM

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