



Brevis™

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



ADAMA

Listen • Learn • Deliver



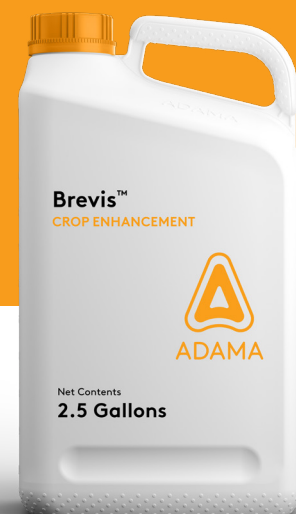
ADAMA

# Brevis™ —a new active ingredient for more reliable thinning.

**More predictable and effective crop load management technology that delivers consistent thinning and increased fruit marketability, season after season.**

Brevis differs from commonly-used thinning products that rely on the hormonal or unknown insecticidal activity to chemically thin. Metamitron, the novel active ingredient in Brevis, causes a temporary reduction in carbohydrate production, promoting competitiveness between the fruits.

The application of Brevis has an effect similar to that of shading. Low or moderate temperatures do not affect its effectiveness. For a temporary period, carbohydrate production is reduced, promoting a natural fall of the lateral fruits and preserving the dominant and/or king fruit.



## Brevis™



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# Made in the shade.

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## **A mode of action that changes everything.**

Brevis is an all-new PSII-inhibitor product for crop load management for apples and pears. Typically, light energy absorbed by chlorophyll is converted to chemical energy along the photosystem II (PSII) pathway. PSII inhibitors block the transfer of the electrons and energy. This causes an effect similar to that of shade which naturally creates carbohydrate stress for the tree, leading to dropped fruit. An application of Brevis temporarily reduces carbohydrate production in the tree. For this brief period, competitiveness between the fruits is created, favoring a natural fall of the lateral fruits, allowing the dominant and/or king fruit to thrive.



## **Brevis offers improved success rates and grower peace of mind:**

- Ability to consistently manage fruit size and uniformity, with improved quality and marketability
- Excellent performance that can reduce hand-thinning time by up to 40%\*
- Much wider application window (petal fall to 20mm) that allows spraying at cooler temperatures for more early-season options
- Insecticide-free—non-insecticidal activity with carbamate-free sustainability
- Meets export requirements and consumer/buyer preferences
- Proven effectiveness worldwide with over 600 field trials
- Single solution with tank mix simplicity; no multi-ingredient interactions or mixing complexities
- BreviSmart™ a carbohydrate model that calculates the carbohydrate status of the orchard, helps to guide application decisions. Access it via: <https://brevismart.adama.com>

\*\*\* Northwest Ag Research, 2021

# Consistency is key.

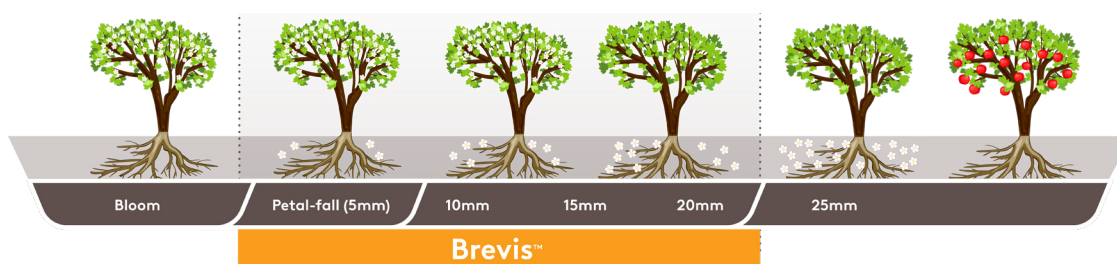
Brevis delivers crop load management for this season, and for the seasons to come.

## What is the technology behind Brevis?

The vision of ADAMA is to simplify processes for the growers. Brevis is a proven result of that objective. Brevis is a single solution for growers which achieves superior results and is not based on plant hormonal or unknown insecticidal activity.

The main active ingredient in Brevis is Metamitron, a photosystem II (PSII) inhibitor that can be applied to safely manage crop load through a temporary reduction of carbohydrate production in the tree.

Brevis has been found to be effective on all apple and pear varieties with flexible application at a broader range of temperatures than other chemical thinning agents, and on fruit sizes between 5mm to 20mm.



## Protect your pollinators. Insecticide-free solution.

As opposed to conventional thinning products which contain insecticide active ingredients like carbaryl, Brevis is an insecticide-free chemical thinner that is accepted across all major export markets. Brevis offers consistent, insecticide-free thinning for apples and pears improving marketable fruit with significantly less risk to beneficials compared to insecticide-based thinning options.







**100%** Insecticide-free

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"We are transitioning away from Carbaryl due to crop safety and marketability. Retailers would love us to use a safer product like this (Brevis) and to not use Carbaryl. Brevis has no impact on beneficials."

Grower, Pacific Northwest

### **Your application window just opened wider.**

Unpredictable growing conditions limit the range of conventional chemical thinners, increasing risks and uncertainty for growers. With Brevis, we've opened your application window wider, giving you both early- and later-season application timing options than other thinners. Apply Brevis in temperatures ranging from 84°F (29°C) to as cool as 50°F (10°C)\*. Unlike other thinners, low or moderate temperatures do not affect the effectiveness of Brevis, and it is proven across different varieties, geographies, climatic conditions and agricultural practices.

### **An effective, single-solution replacement for carbaryl.**

Brevis is a single solution with no additional thinning chemicals required, and a complete replacement for carbaryl, NAA, 6-BA, carbaryl+NAA, carbaryl+6-BA, or 6-BA+NAA solutions. Apply Brevis when you would traditionally apply your chemical thinners.

Growers using Brevis can control the thinning effect by adjusting the application rate using the carbohydrate modeling calculations in the free BreviSmart™ app. Brevis is a suspended concentrate and rainfast within two hours of application.

### **Second application suitability.**

Following the first application of Brevis, monitor fruit clusters 8-10 days post-application to determine if the predicted fruit load remains higher than the growing goal. If needed, a second application of Brevis can be applied after eight days. A carbohydrate model, like BreviSmart™, can help inform application decisions based on the thinning conditions.\*\*

\* For optimal results, spray Brevis when daytime temperatures will be above 65°F (18°C) for a significant part of the day.

\*\* In rare occurrences, leaf phytotoxicity may develop when using Brevis, but significant cases are uncommon. Contributory conditions to phytotoxic effects include weak tree health, high daytime temperatures (>84°F), uneven spray coverage, or a second application made earlier than the minimum 8-day retreat period following first application of Brevis or a poor spray setting.

# Thin to win.

More marketable product and reduced hand thinning costs yield greater profitability.

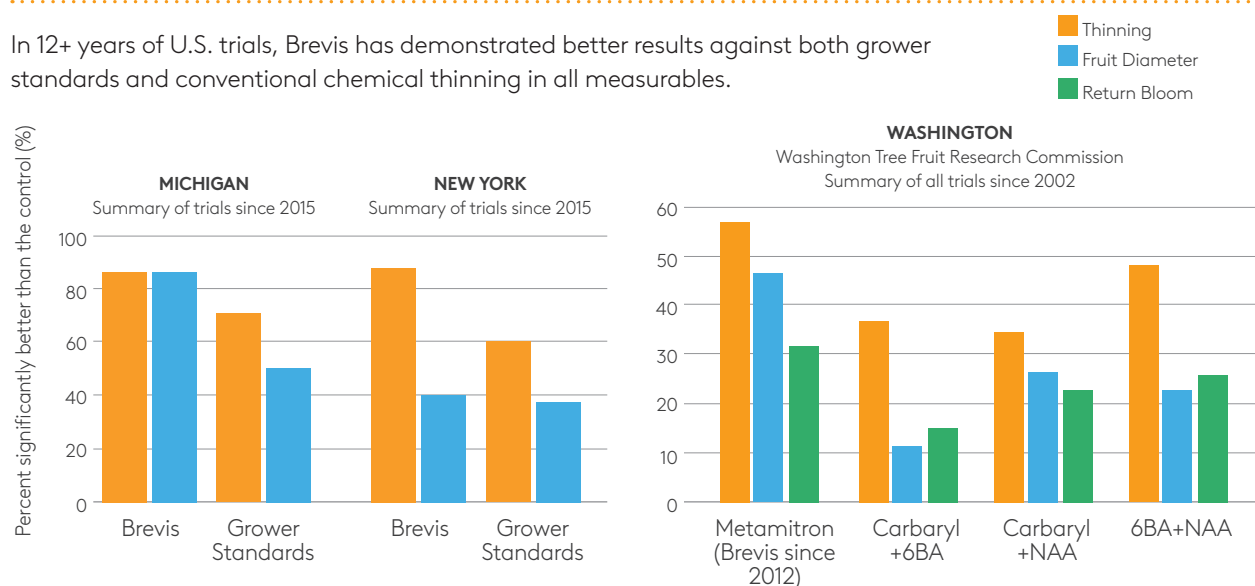
## Improve fruit size and quality for higher profitability.

With Brevis, you can tip the scale in your favor. In successful use worldwide and in multiple, continuous trials in the US, the data indicates significant and improved thinning efficacy that offers a wider application window. Brevis is a reliable tool that gives growers the edge and peace of mind during their thinning decisions.

- Customized thinning with better return bloom
- Consistent fruit size and uniformity, with improved quality and marketability
- Prevents alternate bearing (biennial cropping pattern) with predictable results each season
- No negative effect on russetting or firmness

## More **RELIABLE** thinning leading to more **MARKETABLE** fruit.

In 12+ years of U.S. trials, Brevis has demonstrated better results against both grower standards and conventional chemical thinning in all measurables.





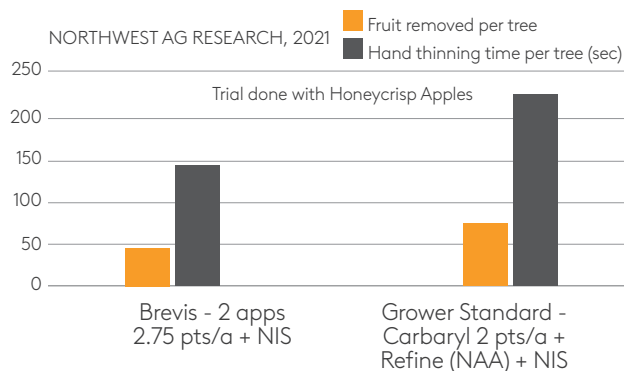
Brevis reduces hand-thinning time by up to **40%\*\*\***

Brevis treatments required less fruit to be removed by hand thinning compared to the NTC and grower standard.

\*\*\* Northwest Ag Research, 2021

## Cut the time and expense of hand thinning.

Hand thinning is labor intensive and expensive. With Brevis, you're money-ahead and also producing more profitable, more marketable fruit. Trees treated with Brevis require less fruit to be removed by hand thinning compared to the untreated control and grower standard.



## Know when the time is right.

Timing is everything when it comes to fruitlet thinning and Brevis expands your opportunity. BrevisSmart™ is our web-based tool that uses real-time localized weather data and algorithms to predict the optimum time to apply Brevis.



### Brevis™ value proposition:

	Brevis	Carbaryl	NAA	6BA
Reliability; Consistent Green Fruit or Fruitlet Thinning	Green	Green	Yellow	Yellow
Non-insecticidal MOA; Increased Marketability	Green	Red	Green	Green
Application Flexibility; Cool Weather (50-84°F)	Green	Yellow	Red	Red
Application Flexibility (5-20 mm)	Green	Red	Red	Red
Less Labor Intensive; Reduced hand thinning required	Green	Yellow	Yellow	Yellow
Single Solution; Stand-Alone Thinner	Green	Yellow	Yellow	Yellow
Superior Return Bloom	Green	Yellow	Green	Yellow
Increase Revenue; Fruit Marketability and Size	Green	Green	Yellow	Green

Access via [Brevismart.adama.com](https://Brevismart.adama.com)



**Call 866.406.6262 or visit  
adama.com for more information.**

ALWAYS READ AND FOLLOW LABEL DIRECTIONS.

Not all ADAMA products are registered in all states or counties. Brevis is a trademark of an ADAMA Group Company.

For more information and a complete list of labeled crops, visit [ADAMA.COM](https://adama.com).  
Data on file.

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