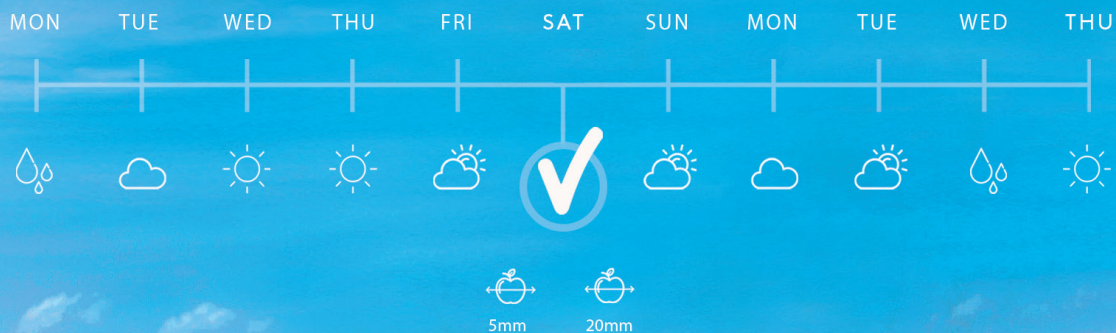


# BreviSmart™

Bringing more science to the art of fruit thinning



ADAMA is excited to deliver a tool built with experts that is creating value for Brevi™ SC users

By using BreviSmart with Brevi SC, apple and pear growers, together with their crop advisors, can now:

- Better target optimal application time for thinning
- Optimize costs of hand thinning
- Improve confidence in the decision-making process around their thinning strategy
- Document all data on timing in one place and leverage past experiences for future strategies

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**BreviSmart™  
empowers  
Brevis™ SC users  
to achieve  
optimal and  
marketable  
harvest results.**

### **Meeting Expectations Is Tough**

The consumer market requires high-quality fruits and a consistent production standard for US apples and pears. Consumers expect the right size, color and shape without defects. But behind very tasty and crunchy apple or pear, there is a large amount of work and decisions made at the orchard by the growers and their crop advisors to meet these expectations.

Thinning is the major task which directly impacts the final quality of fresh apples and pears by removing fruitlets that are in excess. It is usually done by chemical treatments followed by hand thinning. For growers and advisors, thinning is both complicated and time consuming. Since thinning can be influenced by environmental conditions, knowing when the optimal timeframe to apply thinners is would be helpful.

### **What Is BreviSmart?**

BreviSmart is a digital, web-based tool designed to help growers using Brevis SC. When the time approaches for fruit thinning, BreviSmart calculates if the conditions in the coming days are favorable or not for applying Brevis SC.

Crop advisors and their growers input variables such as variety, fruitlet size and location. BreviSmart utilizes local and global weather history and forecasts to make recommendations. Considering these variables and more, it creates a visual representation of the optimal timeframe for spraying Brevis SC.

With BreviSmart calculations, growers and their crop advisors are supported in their decision-making on which date Brevis SC should be applied, bringing more science to the art of fruit thinning.

With  
BreviSmart,  
growers and  
their crop  
advisors feel  
more in control.

## How It Works

With BreviSmart, growers and crop advisors can predict the optimal day of Brevis SC application for the best thinning response.

BreviSmart takes into account the effects of night-time temperatures from 8PM to 7AM as well as radiation (sunlight), precipitation, fruitlet size, and apple variety. Weather data and forecasts support decisions on when and how much Brevis to apply.

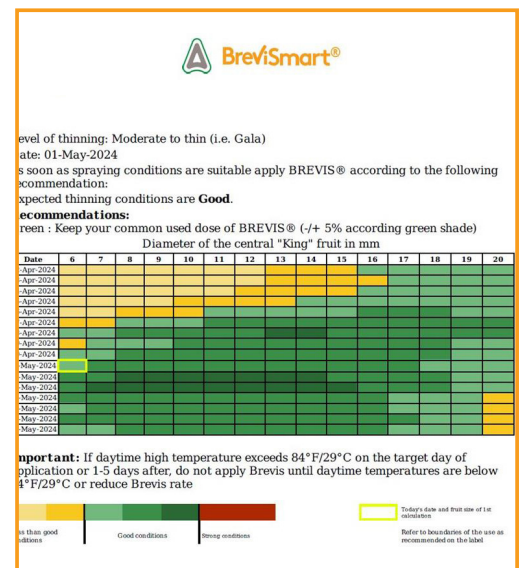
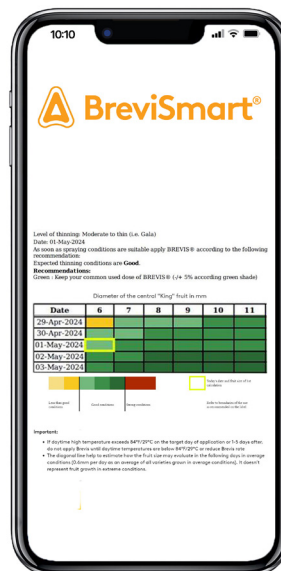
Data for five days (including the day of calculation) is sourced from the weather station closest to each orchard. It DOES NOT monitor day-time temperature.

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.

If they are not using BreviSmart, it is recommended that they reference the Cornell Apple Carbohydrate Thinning Model at:  
<https://newa.cornell.edu/apple-carbohydrate-thinning>

BreviSmart can be accessed on either mobile or desktop devices.



## How to Get Started

Access via [Brevismart.adama.com](https://Brevismart.adama.com).  
You will need to register by inputting all data fields with asterisks.





Talk to your ADAMA rep  
to get setup on BreviSmart.



Call 866.406.6262 or visit  
[adama.com](https://adama.com) for more information.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS. Data on file.  
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