

New Plantings

M → CALCIUM ACTIVATOR messenger

EPA
Presidential
Green Chemistry
Challenge
Award

INCREASES THE CALCIUM LEVELS 5 FOLD



PRODUCT OVERVIEW

MESSANGER (Harpin $\alpha\beta$ protein) unique natural protein leads the plant to believe it is under attack, this 'tricks' the plant and naturally forces the plant to 'defend itself' turning on stress-defence and growth systems and reproducing very rapidly. If a plant 'believes' it is under attack, it will grow and reproduce at rapid rates as a means of ensuring it's survival. This results in a healthier and more productive plant with an increase in crop vigour, stamina, nutrient uptake, photosynthesis and reproductive growth (depending on time of application).

Both laboratory and field studies have shown that MESSENGER (Harpin $\alpha\beta$ protein) treated plants exhibit accelerated growth, earlier flowering and early/increased fruit sets. These observed effects on growth and accelerated development with specific effects on cell division and elongation will lead to a stronger, healthier plant, that is less susceptible to disease with increased yields and a shortened time to harvest.

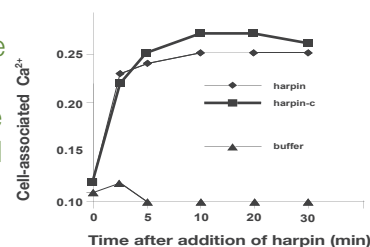
PERFORMANCE SUMMARY

Messenger (Harpin $\alpha\beta$ protein), is the first product of an entirely new class of crop production technology. It offers growers a highly effective and environmentally sound tool to improve yields and regulate overall plant health. Naturally, the Harpin alpha beta protein, unleashes various natural physiological responses that benefit the fruit, firmness and nutrient levels thus improving post-harvest quality, yield and preservation being ideal for premium export fruit.

INCREASED CALCIUM RESPONSE

When applying MESSENGER (Harpin $\alpha\beta$ protein) by foliar spraying the first response of the plant is the systemic release of Ca^{2+} in the tissues, followed by significant increases in the absorption, movement and arrangement of calcium in the plant. The uptake of calcium by the roots increases by up to 25%.

Messenger is unique in its ability to activate calcium movement. Messenger opens the calcium channels and rapidly increases the uptake and translocation.



BENEFITS

- Increased photosynthesis
- Increased nutrient uptake
- Cell-wall expansion
- Increased root systems
- Promotion of flower initiation and fruit set and size
- Frost protection
- Reduction in nematode populations

USE RATE:

* **Messenger 50g/Ha per application**

APPLICATION:

Apply every 7-10 days



Upload your photos to our page - @FaceBook.com/DuxAgri



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