

ProAct®

Agri intelligence



BLUEBERRIES

Leading the field in biological solutions



ProAct®: Powered by Harpin αβ

The Harpin αβ protein in ProAct® contains the active domains of 4, naturally occurring plant pathogen harpins. When applied to plants, Harpin αβ is bound by cell-surface receptors, mimicking the disease infection process.

Tricked into thinking they're under attack, plants activate innate growth and defence signalling pathways which promote beneficial changes to physiological and metabolic processes.

Plant hormone and gene signalling pathways respond to Harpin αβ by inducing accelerated growth, increased photosynthetic rate and nutrient mobilisation.

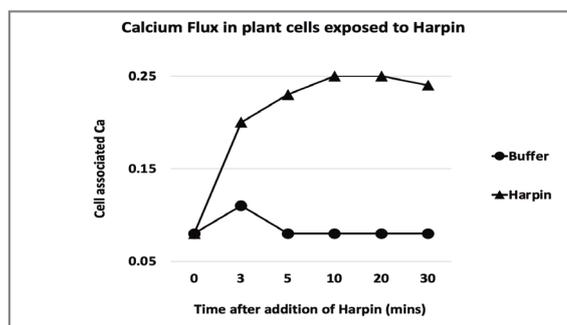
Benefits of ProAct®:

- Increased marketable yield and fruit quality
- Increased fruit size
- Extended shelf life and reduced storage losses
- Increased calcium mobilisation
- Increased photosynthesis

Use ProAct® as part of a balanced foliar nutrient and plant protection programme.

Harpin αβ and cell wall calcium

The Harpin αβ protein in ProAct® works by activating stress hormone pathways. This stimulates Ca²⁺ translocation, directing more Ca²⁺ towards utilisation in cell wall construction. The increase in cell wall calcium content makes them stronger and able to withstand the mechanical and osmotic pressure of frost, heat and drought stress.



Application directions

Dose: 150 g/ha

Treatment	Timing	Objective
A	Pre-flowering, Pink buds	Floral stress resistance, fruit set
B	Full bloom - Petal fall	Fruit calcium loading, frost tolerance and fruit size determination
C	Fruit set - green fruit	Fruit size determination, firmness and shelf life

For more information, please contact your usual Agrii agronomist, our Customer Services Team on 0845 607 3322 or email fruit.solutions@agrii.co.uk

Plant Health Care (UK) Ltd 1 Scott Place, 2 Hardman Street, Manchester, M3 3AA

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Scientifically underpinned mode-of-action claims, backed by performance in the field

Stronger plants, better fruit quality, increased profitability

ProAct® stimulates nutrient mobilisation and stress tolerance pathways during critical development stages.

Plant cells respond to Harpin $\alpha\beta$ by rapidly opening membrane-bound calcium channels. **More calcium is delivered to fruits** which is used to build stronger cell walls. Firmer fruits with **elevated abiotic stress tolerance and enhanced health** have reduced susceptibility to rots which target weak cell walls.

3 applications of **ProAct®** significantly increases individual berry weight ($P < 0.05$) (Fig. 1, Grower trials, Mexico, 2013) and final yield (Fig. 2, Independent trials, Rutgers, USA, 2002).

Overall increases in marketable yield and shelf life can deliver **significant return on investment to growers**.

Fig. 1

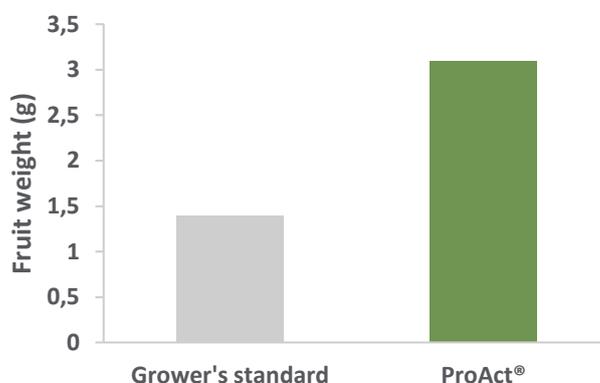
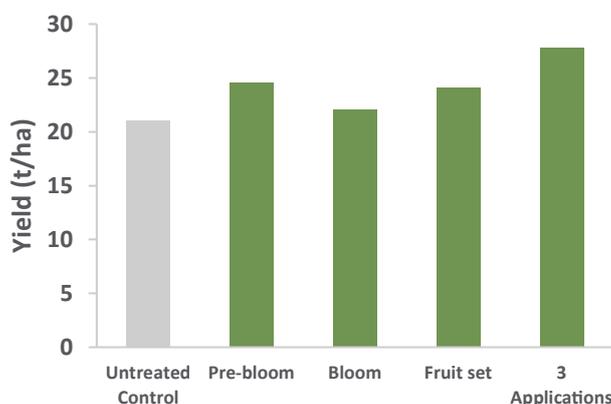


Fig. 2



Recognition for ProAct® and Plant Health Care

ProAct® has won Best Biostimulant at the Agrow Industrial Awards. The Green Economy mark was awarded to Plant Health Care Plc by the London Stock Exchange in recognition of its environmentally sustainable products which contribute to the global green economy.



Technical information

- **ProAct®** can be mixed with a wide range of other agrochemical inputs
- Do not use water with pH of less than 5 or greater than 10
- Add **ProAct®** to the tank **first** and mix well
- Apply **ProAct®** within 8 hours of mixing
- **ProAct®** is a no-residue product

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