

cultivaTM



PomchoTM

POWERED BY **SureSeal**TM
BIOFILM TECHNOLOGY

Cuticle care like never before with PomchoTM

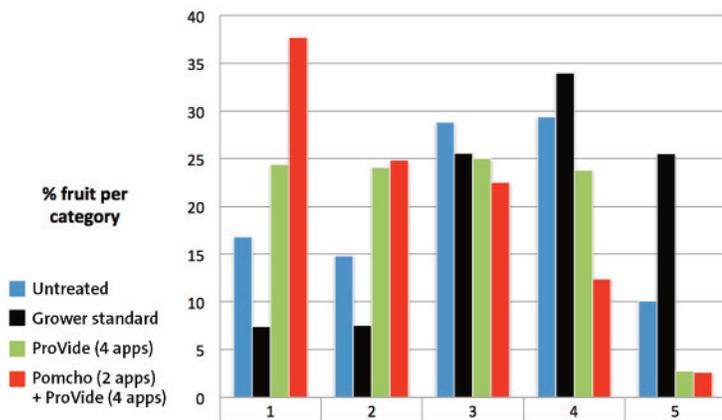
New PomchoTM adds an extra layer of protection from environmental stresses.

PomchoTM is a cuticle supplement that has been developed for pome fruit based on Cultiva's SureSeal technology. The role of the cuticle is fundamental in growth by providing a barrier to intrusion by disease, protecting against environmental stresses and regulating transpiration.

As fruit grows the cuticle can become thin and at times separate, jeopardizing fruit integrity. Lack of adequate cuticle during key growth stages can significantly reduce returns when weather, growth and disease factors are against you.

Pomcho forms a food grade, transparent and tasteless barrier that has been shown to improve fruit finish, sizing and marketable yield. Pomcho is safe on fruit and is exempt from federal registration. For best results, apply 2-3 applications of Pomcho starting at petal fall and at 21-30 day intervals.

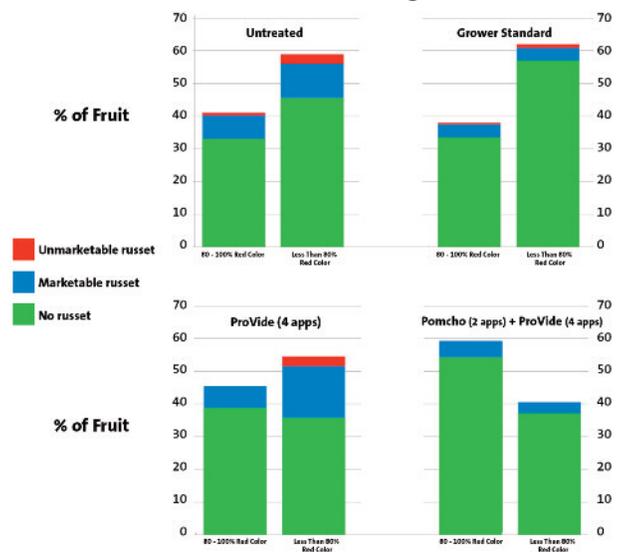
Pomcho treatments produced the best quality fruit



Lenticle condition rating scale: 1=smooth, 5=severe

2013 Trial on Minneiska apples - Reality Research, New York.

Pomcho treated fruit had better color and russet ratings



Save time. Save money. Save fruit.

Put on Pomcho, the best way to protect your profits. Call Cultiva: 888.638.1955 to learn more about Pomcho protection for pome fruit.

cultivaTM

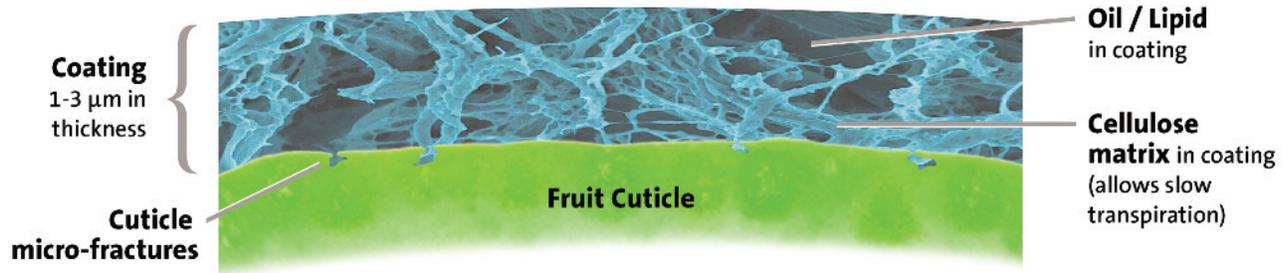


4270 S. Decatur Blvd, Suite B1-B,
Las Vegas, NV 89103 888.638.1955 • www.cultivaipm.com

Pomcho is a trademark of Cultiva. SureSeal is a trademark of Oregon State University. ProVide is a registered trademark of Valent BioSciences Corporation. Always read and follow label directions. ©2015 Cultiva.



Pomcho™ Fruit Coating



What is Pomcho™?

Pomcho is a cuticle supplement made from food grade, elastic and hydrophobic biopolymers that has demonstrated improved fruit finish and increased marketable yield of fruit.

How does Pomcho work?

Pomcho mimics and supplements the natural fruit cuticle. The cuticle is essential in protecting the fruit from environmental stresses, moisture loss or excessive moisture events. Healthy cuticles lead to healthy fruit. With a healthy cuticle, plant energy is utilized more to produce better quality, higher value fruit than mitigating an external stress. The cuticle undergoes a continuous series of microfracturing and repairing as the fruit increases in size. Under optimal conditions, this process allows the cuticle to enlarge while still maintaining protection against cell desiccation.

However, under conditions of rapid fruit enlargement, high ambient temperature, and low relative humidity, “repairing” of the microcracks may lag fruit enlargement. Under such conditions, cells closest to the microcracks may tear and/or desiccate beyond the point of recovery allowing greater impact from external stresses. Pomcho provides additional cuticle protection during these stresses. Because the biofilm is hydrophobic it also repels water helping reduce excess absorption or retention on the cuticle surface.

Does Pomcho affect fruit taste or appearance?

Pomcho does not affect taste or appearance. Pomcho contains food grade ingredients that are odorless and tasteless and once formed the biofilm is only 1-3 microns in thickness. In comparison a common sheet of paper is 100 microns thick so the biofilm is not visible.

How do I use Pomcho?

Apply 2 - 3 applications of Pomcho at 1 gallon per acre in 50 to 100 gallons of water. First application at petal fall followed by 2 additional applications at 3-4 week interval. Do not add any additional surfactants, Pomcho contains



an optimized surfactant package. Ensure complete coverage of the fruit so the biofilm can form and protect the entire piece of fruit. Do not mix with pinolene products or products that require additional surfactants. Conduct a compatibility test of any potential mixing partners.

The Cultiva product line is focused on providing innovative crop protection solutions for the world’s agricultural markets. From organic products to target-specific modes of control, the highly experienced professionals of Cultiva are dedicated to developing and marketing products that offer value to growers and **Positive Protection for a Growing World.**



4270 S. Decatur Blvd, Suite B1-B,
Las Vegas, NV 89103 888.638.1955 • www.cultivaipm.com
Pomcho is a trademark of Cultiva. SureSeal is a trademark of Oregon State University. ProVide is a registered trademark of Valent BioSciences Corporation. Always read and follow label directions.
©2015 Cultiva.