



MaxCel® Frequently Asked Questions (FAQs)

1. What is *MaxCel*?

A NEW apple fruitlet (post-bloom) thinning agent.

2. What is the active ingredient in *MaxCel*?

MaxCel contains 6-Benzyladenine (6-BA), a cytokinin-type plant growth regulator (PGR) that induces cell division.

3. Is *MaxCel* like other thinning agents?

No. In addition to thinning, *MaxCel* also stimulates fruit growth. This results in increased fruit size above that which would be expected from the thinning effect alone.

4. How is *MaxCel* different from other thinning agents?

MaxCel is an improved, second-generation PGR containing pure 6-BA. It has a unique, superior formulation for better performance.

5. Has *MaxCel* been tested in the field?

Yes. The active ingredient in the *MaxCel* formulation has been thoroughly researched as a thinning compound for over 20 years. *MaxCel* has been extensively field tested since 2000. *MaxCel* has also been used commercially in over 10 countries since 2004.

6. Which apple varieties can I treat with *MaxCel*?

All apple varieties may be treated with *MaxCel*.

7. What are the benefits of *MaxCel*?

MaxCel is a key component of a thinning and sizing program for most apple cultivars. Due to its growth promoting action, it will increase fruit size beyond the direct thinning effect, or even when thinning is inadequate. *MaxCel* also increases return bloom and reduces alternate bearing.

8. What is the mode of action of *MaxCel*?

From bloom through fruit set, the demand for energy exceeds supply. *MaxCel* shifts the sink / source relationship enhancing competition between fruit and vegetative growth. This causes the lateral (weakest) fruit to be shed and king (strongest) fruit to remain.

9. What is the application window for *MaxCel*?

Timing: 7 - 15 mm fruit size (optimum 10 - 12 mm).

10. Does *MaxCel* work in any type of weather?

Temperature is very important. Apply *MaxCel* when day temperatures will be 18°C or above for 2-3 days after application. *MaxCel* normally performs better with an upward temperature gradient.

11. What is the recommended dose rate of *MaxCel*?

Use Rate: 100 - 150 ppm (500 - 750 ml / 100L)

Rate / Ha: 5 - 7.5 L/ha, based on 1000 L/ha. Rate is depending on variety, temperature, thinning program and desired thinning effect. Lower temperatures reduce effectiveness (*Discuss dose rates with your local **MaxCel** representative.*)

12. Do I need to use high spray volumes per hectare to apply *MaxCel*?

No. Spray *MaxCel* in a sufficient amount of water to ensure coverage of fruits and leaves without excessive runoff. Water volumes of 1,000 L / Ha typically provide good results.

13. How long should I expect to wait to observe the *MaxCel* thinning response?

MaxCel's benefits can be observed within 10-20 days following treatment.

14. Is *MaxCel* compatible with IPM programs?

Yes. The active ingredient in *MaxCel* is a naturally occurring plant growth regulator and will not alter the ecological balance in the orchard.

15. Can I use other thinning agents when I use *MaxCel*?

MaxCel is normally used in a thinning program with bloom and fruitlet thinners.

16. Can I tank mix *MaxCel* with NAA?

Yes. *MaxCel* can be tank mixed with NAA where more aggressive thinning is required.

17. Will *MaxCel* cause “pygmy fruit” in susceptible varieties?

No. *MaxCel* does not cause pigmy fruit. In tank mix combinations with NAA on certain varieties or late applications, NAA can cause some pygmy fruit.

18. Can *MaxCel* be used with Regulex® or Promalin® in fruit size, russetting control and thinning programs?

Yes. *MaxCel* can be used in combination with *Regulex* or *Promalin* to increase fruit size, reduce russet and enhance thinning.

19. Do I need to use an adjuvant (surfactant, wetting agent, etc.) with *MaxCel*?

No. Adjuvants are not necessary.

20. Is *MaxCel* cost-effective?

Yes. In most orchards, *MaxCel* improves fruit size and pack-out beyond the thinning effect. A small shift in fruit size categories will more than pay for the investment in *MaxCel*. *MaxCel* also improves return bloom and reduces hand-thinning time (costs).

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870 Technology Way / Libertyville, IL 60048

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AG 5389 Europe