

THE

# FRUIT

AUGUST 2019

GROWER

## CHARM®

At the heart of  
your strawberry harvest

The new BASF SDHI  
fungicide flexibly fits  
into the core of your  
powdery mildew  
spray programme

- Excellent efficacy and built-in resistance management
- Rapid uptake, mobility and persistence
- Short PHI and safe for beneficials

[agricentre.basf.co.uk](http://agricentre.basf.co.uk)

 **BASF**  
We create chemistry

USE PLANT PROTECTION PRODUCTS SAFELY. ALWAYS READ THE LABEL AND PRODUCT INFORMATION BEFORE USE. For further information with regard to the warning phrases and symbols for this product please refer to the product label. Charm® is a registered trademark of BASF. Charm® contains fluxapyroxad and difenoconazole. MAPP no. 18396.



# New exhibitors present new products and technologies at Fruit Focus

***New products and technologies are continually being developed for horticulture and this year's Fruit Focus event presented some of these innovations to fruit growers. Rachel Anderson reports.***

## THE FRUIT GROWER AUGUST 2019

CHARM®

data. In addition to connecting growers to their crops, growers can connect with team members and trusted experts outside of their business. A pest expert from the USA can now diagnose and advise, in real-time, problems from customers around the world. Digital knowledge sharing is now possible, thus removing one of the largest barriers in agriculture - proximity and distance."

### Agri-Tech Services and the University of Hertfordshire

The University of Hertfordshire has developed a Strawberry Powdery Mildew prediction model that is available only on Agri-Tech's soft-fruit platform. Dr Avicé Hall, principal lecturer at the University, revealed that the development of the web-based, real-time prediction model is currently being funded by a grant from the Ceres Trust. She added that it is being trialled on nine farms this year. "The aim is to control the disease substantially with fewer fungicide sprays, and it enables people to make better use of available chemistry. On average, we have [helped growers] to save five or six sprays per year." She added that the cost benefit in 2018 was £250/ha.

Agri-Tech Services' managing director, Simon Turner, told *The Fruit Grower* that the firm has a new app developed specifically for substrate irrigation management. "We think this is the first of its kind." He noted that the app is not sensor-based. Rather, growers simply log any data relating to the plant, such as run-off, water, feed and climate, into the app. They can then view the collected data on their smart phones and analyse it before making any decision relating to their crop.

Furthermore, the University of Hertfordshire's ~~Dr Avicé Hall~~ revealed that the University has been carrying out work over the last ten years on the use of bio-available silicon nutrients. The research has highlighted the beneficial effects of silicon on strawberries, including the fact that it reduces the fruit's susceptibility to strawberry powdery mildew. The use of silicon delays the start of an epidemic by eight to 14 days when regularly used as a nutrient via the fertigation tubes or foliar application. Growers wishing to see the effects of silicon on their fruit crops can purchase the product - Sion - from Engage Agro Europe.

The University's representatives were also keen to promote its new MSc in Sustainable Planning and Environmental management, which starts this September.

"Zensie can also ingest other important data that the grower may already collect - from manual data collection like pest-scouting and flower counts, to climate control