Good for your crops
Good for the environment



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BIOSTIMULANT TO IMPROVE

FRUIT COLOURATION

CROMA**LIV**



- *PROMOTES **SYNTHESIS OF PIGMENTS** RESPONSIBLE FOR COLOUR*
- *IMPROVES **ORGANOLEPTIC PROPERTIES** OF FRUITS*
- *INCREASES **QUALITY** OF FRUITS*
- *MAKES FRUITS MORE **ATTRACTIVE***



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What is CROMALIV®?

CROMALIV® is a biostimulant designed to improve fruit colouration and organoleptic properties. **CROMALIV®** promotes metabolic pathways involved in the synthesis of anthocyanin, responsible for the range of colours from red to lilac in many red and blue fruits such as table grapes, cherries, plums and berries.

CROMALIV® is a key tool for fruit crop cultivars in which fruit colour is an important feature, with a direct impact on profitability. As fruit skin colour is a crucial factor in commercial value, fruits can reach a higher price range.



COMPOSITION	(%w/w)
L-Free amino acids*:	4.5
Nitrogen (N):	1.5
Organic Nitrogen (N):	0.5
Potassium (K_2O):	8.0
Iron (Fe) (EDTA-Fe):	0.025

Contains bioactive compound activators of metabolic pathways responsible for the colouration process.

**Aminoacids are obtained from enzymatic hydrolysis of plant proteins.*

MODE OF ACTION

CROMALIV® acts on two levels to improve fruit colouration and organoleptic properties. With its completely designed formulation and synergistic activity of its components, **CROMALIV®** helps plants to reach optimal functioning for fruit ripening and colouration.

1. Direct effect of CROMALIV® on fruits

CROMALIV® increases intensity and percentage of fruit coloured surface. Anthocyanin are pigments involved in colouration of pink, red and deeply-coloured fruits.

2. Effect of CROMALIV® on plant metabolism

Because of its complete formulation, **CROMALIV®** also acts on various fruit ripening processes.

AMINO ACIDS — *Key components of plant proteins, they have important functions in plant metabolism (chlorophyll and hormone synthesis) and are also involved in osmoregulation, thus helping plants to keep a good **water balance in fruits**.*

NITROGEN — *The main nutrient for plant growth, it can be assimilated by stomata in foliar applications, allowing for very **quick use by plant** cells.*

IRON — *Involved in protein synthesis, photosynthesis (constituent of cytochromes in chloroplasts), and **energy production**. Iron is also important for the biosynthesis of ethylene, a plant hormone involved in **fruit ripening**.*

POTASSIUM — *Not only plays a role in photosynthetic machinery, but also the most important plant nutrient for fruit ripening and quality. It is involved in **sugar transportation**, helping to take it to growing organs and fruits. Potassium activity also has an important impact on many characteristics of fruit maturation: size, colour, firmness, nutritional properties, and skin resistance.*

ANTHOCYANIN — *Synthetized thanks to CROMALIV® bioactive compounds, it plays an important role in ultraviolet stress response, by inhibiting formation of free radicals and reducing rate of reactive oxygen species (ROS). This limits oxidation in plant cells, leading to a **better fruit quality**. Like other flavonoids, it also boosts the nutritional benefits for the consumer as it has **antioxidant properties**.*

DOSAGE

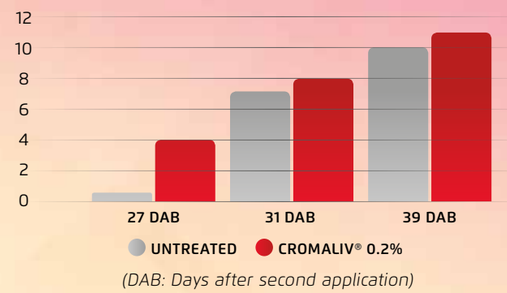
CROP	APPLICATIONS	DOSE
GRAPE	First application at beginning of colour change. Repeat every 6 to 15 days.	200 ml/100 L
STONE FRUITS		
POME FRUITS		
BERRIES		
TOMATO, PEPPER		

CROMALIV® must be applied by foliar spraying. It will not affect the ripening process or fruit conservation.

EFFICACY TRIALS

→ *Trial on sweet pepper* - Spain

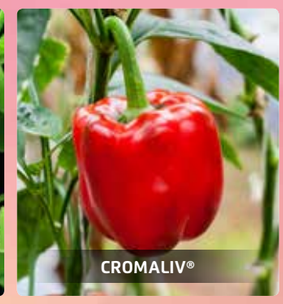
No. of coloured fruits per plant



(DAB: Days after second application)

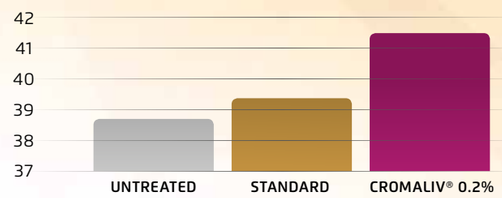
2 x Application of CROMALIV® at 0.2% dose



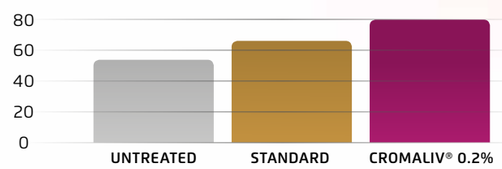


→ *Trial on table grape* (Red globe variety) - Italy

% of coloured surface



% of dark purple colour (Anthocyanins)



2 x Application of CROMALIV® at 0.2 % dose

CROMALIV® significantly increased the percentage of dark purple fruit surface compared to untreated (79% vs 54% respectively).







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