

FIRMAN



Pollen™

Serving Agriculture Since 1933

APPLE POLLINATION

▶ **King bloom.**

Setting the best flower is a giant step toward growing the best apple. Applying Firman Apple Pollen to your field when the king blossoms are ready, increases their set and your return. An apple set on a king bloom will be up to three sizes larger than an apple from a side bloom on the same spur.



▶ **Seed count.**

Without proper pollination, apples do not form the maximum number of seeds, producing smaller and misshapen fruit.



▶ **Calcium levels.**

Properly pollinated apples have higher calcium levels, which improves storability, enhances maturation and reduces defects, such as bitter pit.



▶ **Light pollinizer bloom.**

A shortage of pollen in the field will produce a shortage of quality apples at harvest. Applying Firman Apple Pollen to your field adds the pollen that your pollinizers have not supplied.

▶ **Poor bloom overlap.**

Apple flowers are only receptive for 12 to 48 hours, depending on the weather. Losing the receptivity of the king blossom while waiting for the pollinizers to bloom will decrease your returns. Firman Pollen™ is there when your pollinizers are not.

▶ **Fighting the weather.**

Battle poor springtime weather with Firman Pollen™. Poor spring weather decreases bee flight, decreasing pollination and reducing crop size. Using supplemental pollen during the breaks in weather, when the bees are able to fly, increases bee efficiency, enhances pollination and improves crop quality.

▶ **Crop assurance.**

Even before the petals start to fall, your total crop is set. Using Firman Pollen™ puts more of the right kind of apples on your trees. If you can increase your King Bloom set and raise the average apple just one box size, your pollen payback will be phenomenal.



It pays to use Firman Pollen™



Firman-Pollen™

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