



SERENADE[®]
prime

Local Melon Results

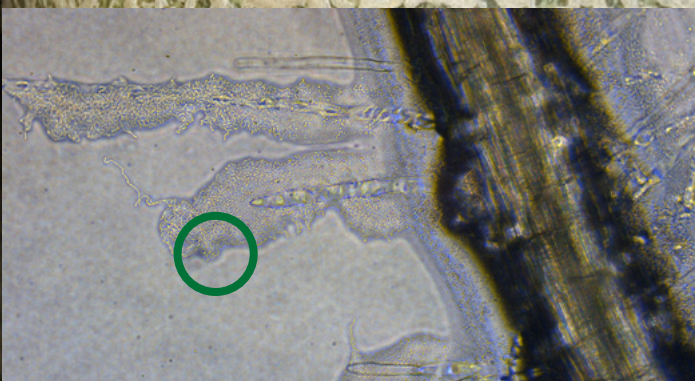
'It all starts here'...

Serenade[®] Prime is a beneficial bacteria that colonises melon roots. It creates a win-win relationship with the plant at the soil interface, improving nutrient availability. Frequently this results in earlier maturity, increased size and yield.

Early Application

Serenade Prime is best applied close to the root zone at planting so it quickly colonises young roots. It needs to be placed no further than 13 cm from roots. Repeat application may be beneficial at 3-4 week intervals.

Apply **5-7 L/ha** through the planter water wheel or drip irrigation. If using drip irrigation, inject the product towards the end of the cycle to ensure it remains in close proximity to plant roots. It can be mixed with common fertilisers and pesticides.



Serenade Prime colonising the root



Improved consistency in fruit sizing. Griffith, March 2017

Increased Size and Yield

Queensland and Western Australian trials demonstrated improved yield across several melon varieties. *Red Tiger* showed a 21% increase in large sized fruit contributing to greater total yield in **Kununurra**. Two melon varieties showed a 20% increase in yield at the first harvest round and noticeably less small fruit in the second round in **Emerald**.

Variety	Location	Harvested	Yield Increase (%)
Rugby	Far North Qld	Oct 2016	15
9601HQ	Emerald, Qld	Dec 2016	5
9601HQ	Gatton, Qld	Dec 2015	11
Red Tiger	Kununurra, WA	Oct 2016	17

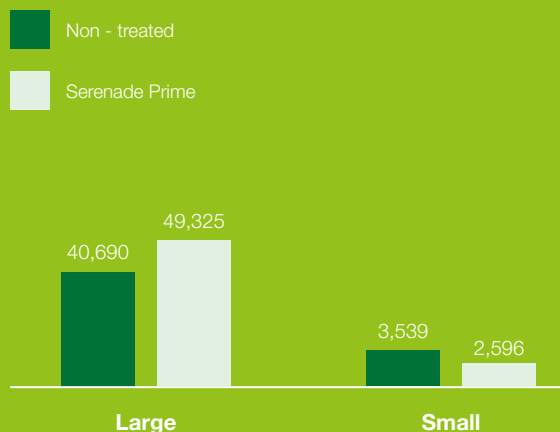
Earlier Maturity

Burdekin and Griffith results showed trends to greater BRIX readings across several varieties indicating earlier maturity. Difference was greatest in the **Burdekin** trial where the crop was harvested two weeks early.

Variety	Location	First Harvest	Brix Increase
Red Tiger	Burdekin	May 2016	4
Premium	Griffith	April 2016	1

Yield (kg/ha) by Melon Size

Kununurra 2016.



Yield (kg/ha) by Harvest Round

Emerald 2016

