



# DIFFUSION®



WILBUR-ELLIS®

Ideas to Grow With™

## DIFFUSION®

DIFFUSION is a premium liquid calcium carbonate product which helps manage light and reduce heat stress, resulting in more efficient water usage for the plant. The calcium carbonate crystals in DIFFUSION reflect light while their porous nature does not interfere with photosynthesis. Using DIFFUSION prior to any significant heat event of 92° or greater will result in better quality and higher yields.

### DIFFUSION Features:

- Premium liquid calcium carbonate
- Available in 4 gallon pails as well as 110 and 220 gallon totes
- DIFFUSION O is approved for organic production

### DIFFUSION Benefits:

- Absorbs minimal sunlight
- Reduces plant surface temperature
- Delays sunlight from becoming heat
- Keeps photosynthesis active
- Allows for more efficient water usage for the plant

### For Use With:

- Agriculture
- Greenhouse and Nursery



### ABSORPTION

Light rays are absorbed into the plant. Too much sunlight results in energy converting to heat instead of photosynthetic activity.



### REFLECTION

Some products coat the entire plant resulting in too much reflection of sunlight and a reduction in photosynthesis.



### TRANSMISSION

DIFFUSION® disperses the sunlight, allowing the energy in the plant to remain in photosynthetic activity even at higher temperatures, resulting in better quality and higher yields





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## ACTIVE INGREDIENT

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Calcium Carbonate.....	60%
OTHER INGREDIENTS .....	40%
TOTAL.....	100%

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## GENERAL INFORMATION

**DIFFUSION** is a flowable micronized dispersion of calcium carbonate. It is designed for foliar application and is recommended for use as a protectant against sunburn and heat stress. This product can be applied to all crops that are not calcium sensitive.

**DIFFUSION** forms a mineral-based particle film intended for protection of agricultural crops, plants in nurseries and greenhouses. When **DIFFUSION** is applied to plants, a dry white film results.

## USE DIRECTIONS

**DIFFUSION** may be used on many crops that are affected by heat stress, including but not limited to almonds, apples, apricots, avocados, cherries, citrus, figs, grapes, melons, nectarines, nursery stock, olives, onions, peaches, peanuts, pears, plums, potatoes, prunes, strawberries, sweet corn, tomatoes, walnuts, and watermelons. **DIFFUSION** may be applied through most conventional spray equipment at recommended use rates.

### Shake Well Before Use, Do Not Allow to Freeze

For best results, apply 2-4 gallons of **DIFFUSION** per acre prior to heat event and repeat every 12 to 21 days as needed. Applications of **DIFFUSION** in the early morning or late evening will improve coverage on plant surfaces and product performance.

**Ground Applications:** Apply a minimum of 2 gallons of product per acre in sufficient water to obtain good coverage.

**Aerial Applications:** Use a minimum of 1 gallon of water for each pint of product applied per acre. Apply a minimum of 2 gallons of **DIFFUSION** per acre.

**Post-Harvest Removal:** **DIFFUSION** can generally be removed on a commercial packing line equipped with a water-filled dump tank and a brush section for agitation. A fresh water rinse is recommended during and after agitation and prior to treatment with any wash and/or fungicides. Use of rinse water with a pH of 5.5 or below improves residue removal.

