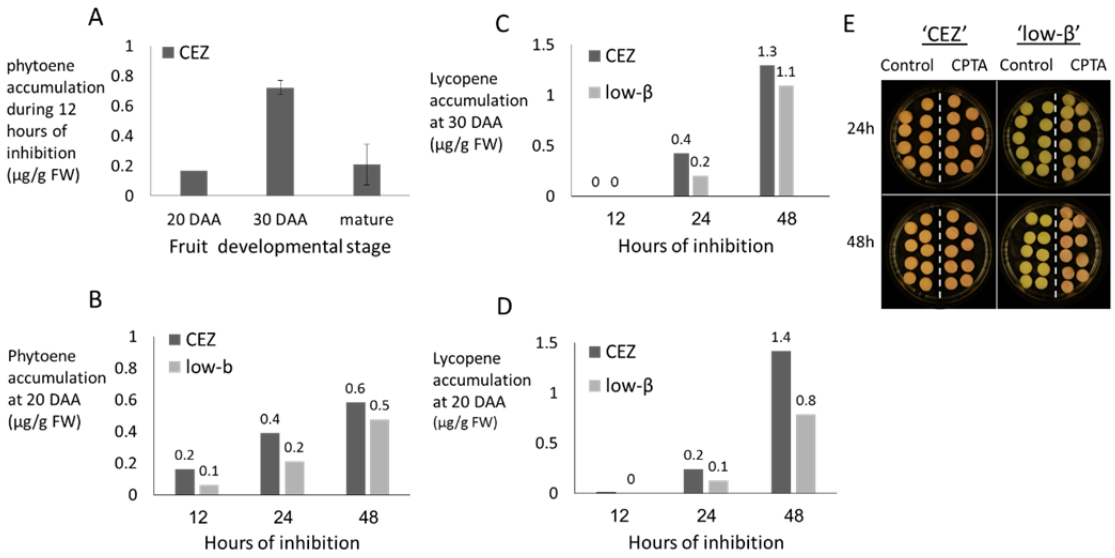

Figure S8: *In planta* metabolic flux measurements. **A**. Phytoene accumulation in CEZ fruit flesh discs during 12 hours of norflurazon inhibition at three developmental stages. Bars show phytoene content before and after 12 hours of norflurazon application on cut flesh discs. Data for 30 DAA and mature fruits are averages +/- SD of 3 fruits. At 20 DAA no phytoene is detected prior to inhibition and the bar represents one HPLC measurement of discs pooled together from 3 fruits. The same results are shown separately at figure 6G and figure S7B. **B.** Phytoene accumulation during 12, 24 and 48 hours of norflurazon treatment of 'low-β' and CEZ in 20 DAA developing fruits. One measurement of discs from 3 pooled fruits per genotype is shown. **C.** Lycopene accumulation during 12, 24 and 48 hours of CPTA treatment of 30 DAA fruit flesh discs of CEZ and 'low-β' mutant. One disc pool of 3 fruits was measured in each genotype. Lycopene was absent prior to inhibition thus lycopene levels represent lycopene synthesized upon inhibitor application. **D.** Lycopene accumulation during 12, 24 and 48 hours of CPTA treatment in 20 DAA fruit flesh discs of CEZ and 'low-β' mutant. Measurements are as in C. **E.** Petri dishes of representative water-treated control and CPTA-treated fruit flesh discs. Each petri dish contains discs from one fruit. Time of treatment was 24 and 48 hours as indicated. Control and treated discs were cut alternately from the same fruit flesh cylinder.