



# **Specialty Crops**

**for the San Joaquin Valley  
of California**

# Specialty Crops

- New crops that have not been grown in the region
- Traditional crops grown for a unique market.... Heirloom varieties, exceptional taste, health attributes
- Traditional crops grown out of season

# Specialty Crops Marketing Considerations

- Situation Analysis
- Objectives
- Budget
- Action Plan
- Measurement

# Situation Analysis

- Market Potential
- Customer needs
- Differential Advantages of a product
- Competition's strengths and weaknesses
- Grower operation's strengths and weakness
- Possible market segments or niches

# Other Specialty Crop Considerations

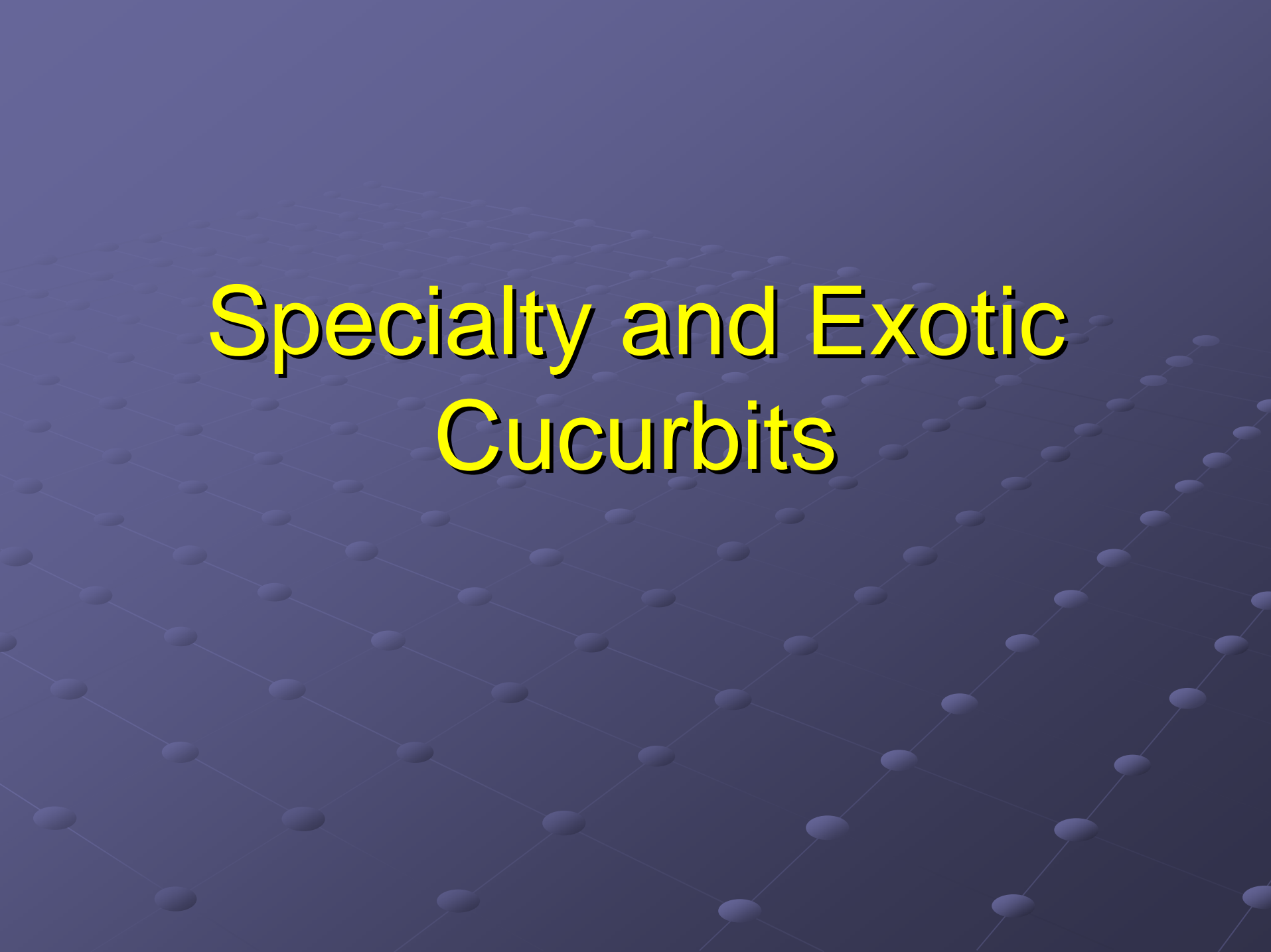
- Establishment Cost
- Special Equipment

# Establishment Costs

- Supplies
- Labor
- Expert Services
- Land Preparation

# Special Equipment

- Sizing Equipment
- Color sorting Equipment
- Packing
- Harvesting



# Specialty and Exotic Cucurbits









Kiwano







Moqua



Dunqua





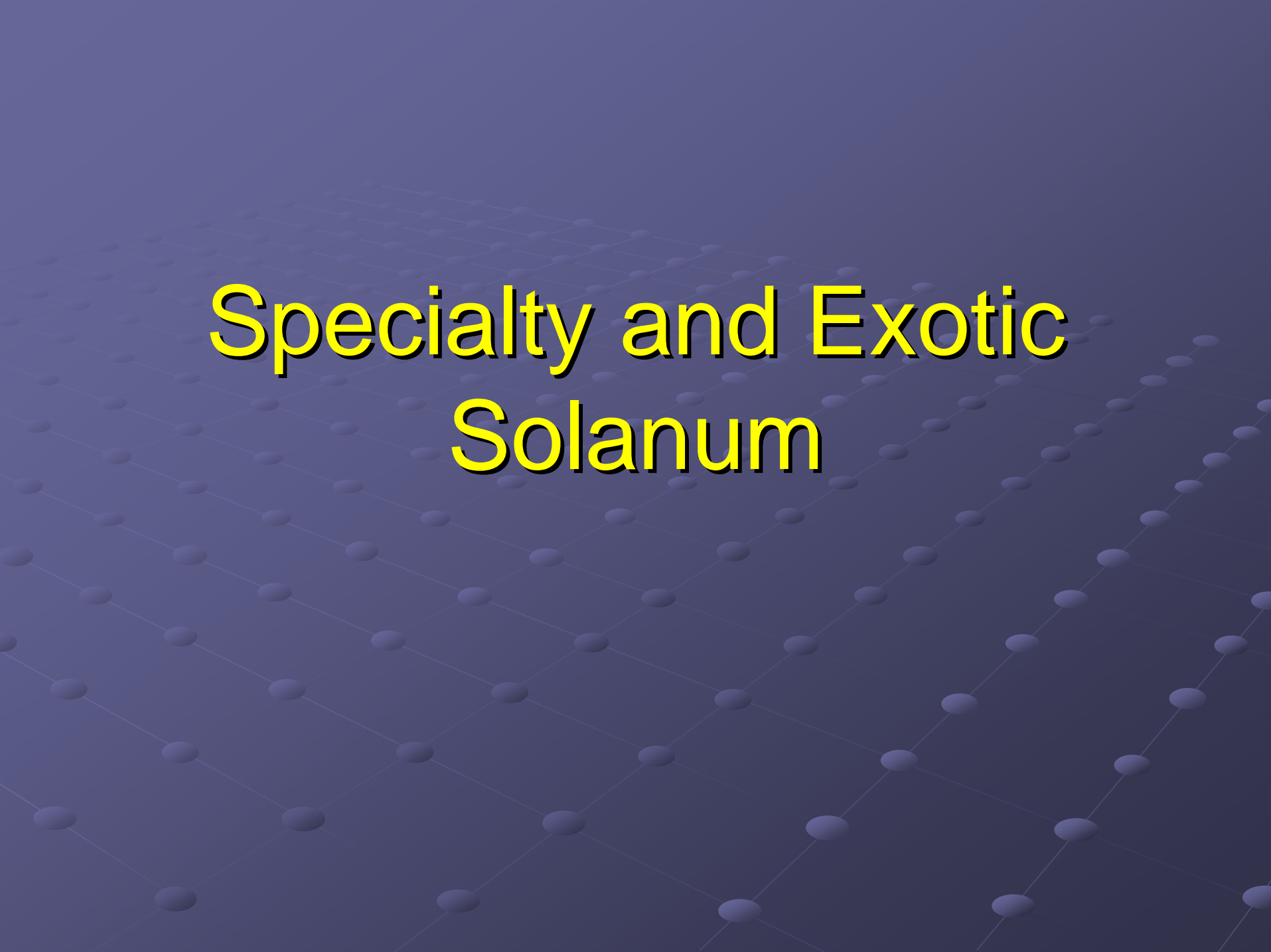
Luffa











# Specialty and Exotic Solanum



































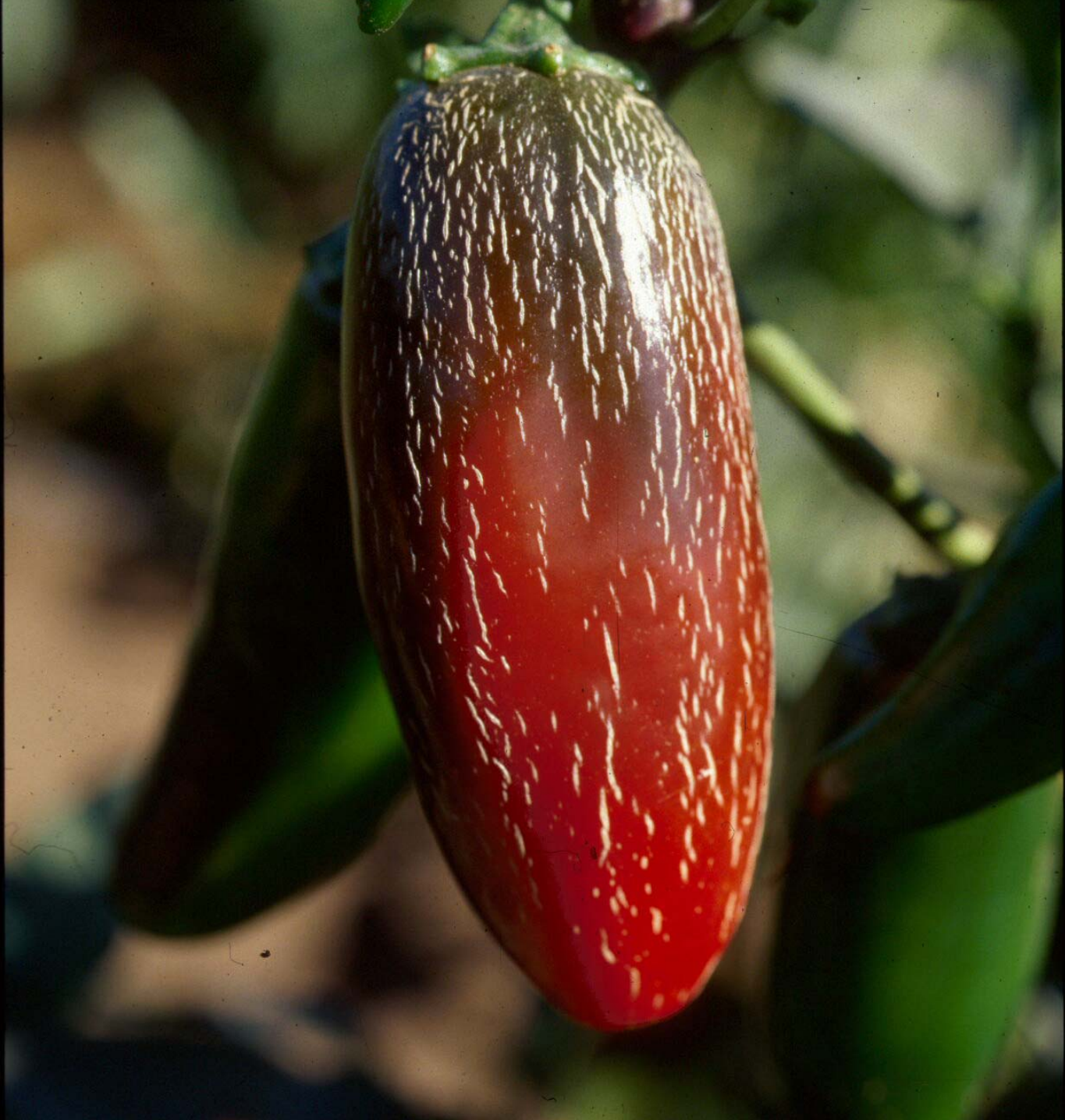
A close-up photograph of a hand holding a large, ripe red tomato. To the left of the large tomato is a cluster of smaller cherry tomatoes on a green vine. The background is dark and out of focus.

## Find & enhance the best variety

- Identify high quality variety
- Adjust soil pH
- Manipulate irrigation water salinity
- Incorporate irrigation practices to improve sweetness (deficit irrigation)





































































Jimmy Durante eggplant



# Cool Season Vegetables

Specialty lettuce



**Chinese cabbage**



Bok Choy



































# Tropical Crops





August 2004









April 2006













4C Bab  
1972



## Principal Characteristics common Dwarf Papaya

- Trees are 4-6 ft. tall
- Often produce crop seven months after transplanting.
- Average production period: 9-12 months.
- Fruit size 3 to 6 lbs.
- High brix: 12%
- Estimated production costs: \$10,000

# Growing Papaya

- Well drained soil
- pH 6.5-7.5
- Soil texture: most are OK, But must have good drainage
- Ideal climate: tropical
- Plants need humidity, luminosity and sufficient water
- Papaya Diseases: Papaya ring spot virus, Botrytis and a root fungus
- Two spotted mite

# Growing papaya

- Plant spacing: traditional 12'X6'
- Plant spacing at KAC: 7'X7'
- N: 150-200 lbs/acre (So. Amer. 200-350 lbs)
- Remove male plants: 67% hermaphrodite, 25% female, 8% male
- Both hot and cold weather effect sex ratios and fruit quality.
- Planting by twos, remove males
- Old leaf removal





A photograph of a guava bush in a nursery or field. The bush is dense with green, oval-shaped leaves and has several small, round fruits. Some fruits are green, while others are red. A wooden sign is attached to the bush, with a white paper label that reads "Red Strawberry, Guava". The sign is made of light-colored wood and is supported by a wooden post. The background shows more of the same bush and a white plastic covering. The ground is dirt and there are some black pipes visible.

**Red Strawberry,  
Guava**













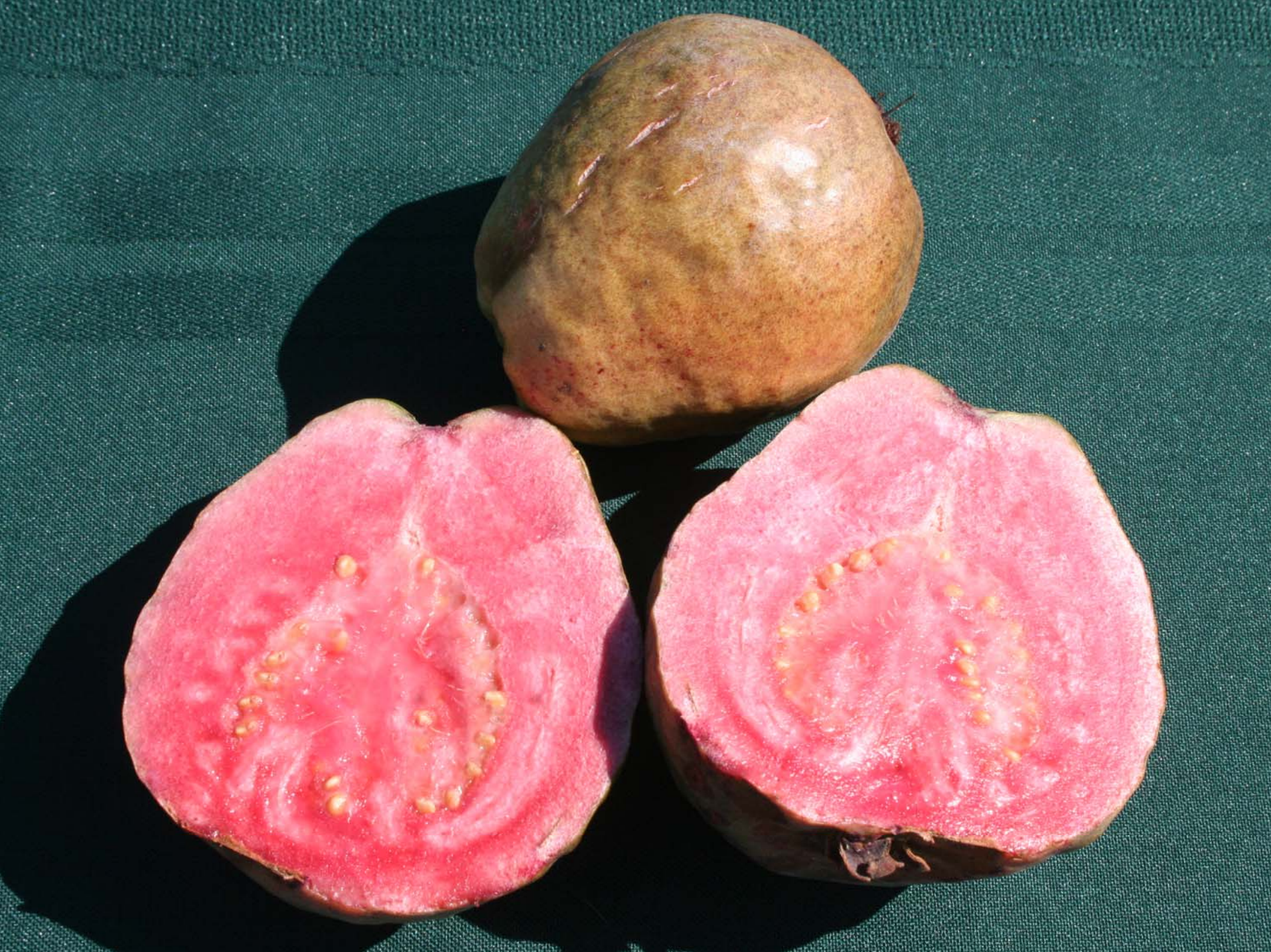
















Carrie,  
Mango





**Blueberries, Blackberries  
and Strawberries**











# Parameters for Selected Cultivars

## 6/25/05

Cultivar	Firmness <sup>1</sup> (lbs.)	Weight <sup>2</sup> (g)	SSC (° Brix)
Southmoon	1.7	84.2	14.5
Oneil	1.3	55.7	11.8
Reveille	1.8	26.5	17.3
Misty	1.6	56.0	12.2
Star	1.6	77.1	12.9
Emerald	1.7	47.2	12.9
Jewel	1.2	50.6	14.0
Legacy	1.5	75.1	11.9

<sup>1</sup> Compression to a depth of 4mm

<sup>2</sup> Weight of 30 fruit harvested at random

# Weed Management

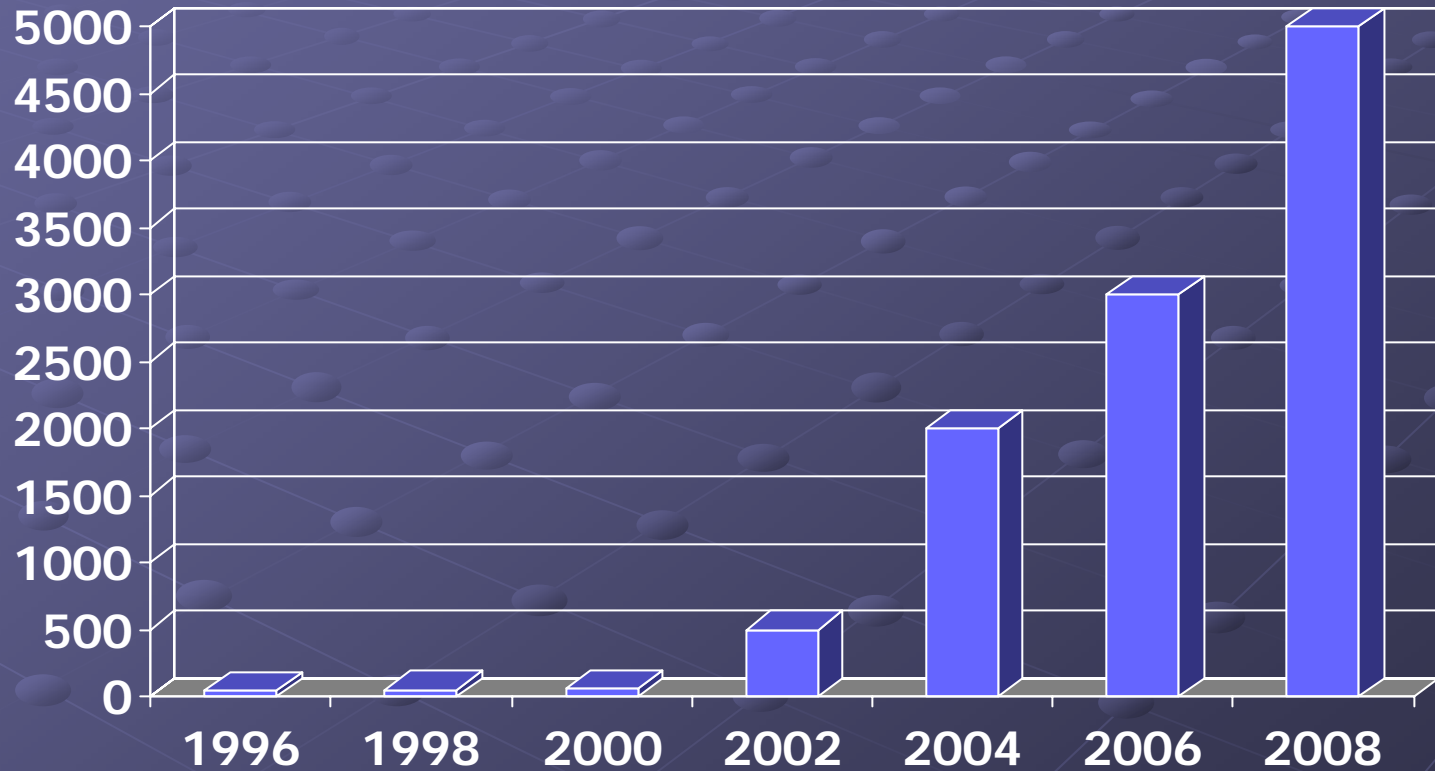


STAR  
December 1998

Botrytis Flower blight



# California Blueberry Acreage Estimate



# Blueberry Acreage in California

Total 4,700 ± 200 Acres































# Blackberry Varieties

Variety	Thorn	Erect status	Fruit size
Apache	no	Erect	Large
Arapaho	no	Erect	Large
Boysen	yes	Trailing	Large
Brazos	yes	Erect	Large
Chester	no	Erect	Medium
Kiowa	yes	Erect	Very large
Marionberry	yes	Trailing	Medium
Olallie	yes	Trailing	Medium
Ouachita	no	Erect	Large
Silvan	yes	Trailing	Medium

# Other Specialty Crops











Edible flowers

THE HERB PLANTATION  
JANUL, CA 92035  
Organically Grown Edible Flowers  
30 Assorted Pansies



# Cut flowers



Ornamental kale







Long Nose Eggplant



# Baby Vegetables



**CUCUMBERS**

PRODUCE OF U.S.A.

HOUSE GROWN

**CUCUMBERS**

PRODUCE OF U.S.A.

HOUSE GROWN

°F (13-16°C)

for a Longer Shelf Life  
and Display CUCUMBERS



GREEN FRUIT  
CUCUMBERS  
GRADE A









Specialty Rice



Edamame (Soy bean)







# Crops Grown Out of Season

- Plastic Culture
- Shade Cloth
- Floating Row Covers
- Slant Bed culture













White Sweet  
Corn

Sanibel Squash  
Darius II  
Indian Squash  
Agave

Sanibel Squash  
Darius II  
Indian Squash  
Agave

Sanibel Squash  
Darius II  
Indian Squash  
Agave

Sanibel Squash  
Darius II  
Indian Squash  
Agave





# Thank You !

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