Costos de Produccion y Tendencias del Mercado de la Fresa

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Condados de Santa Barbara et San Luis Obispo

UC CE | University of California Agriculture and Natural Resources | Cooperative Extension

Eficiencia en el manejo del cultivo

- *Importante entender costos*
- *Importante entender tendencias en el mercado*
- *Costos unitarios VS precios unitarios?*

Administración del negocio

- *Mucho mas que manejo del cultivo*
- *Enlace del mercadeo y producción*
- *Entender el mercado y producir producto(s)*
- *Eficiencia a todos los niveles*
- *Anticipar gastos y necesidades durante la vida del proyecto para trabajar con eficiencia*

Detalles!

El éxito en agricultura esta relacionado con manejo de los detalles

Enlace entre mercadeo y la producción

- *El mercado dicta los términos del negocio*
- *Entender el mercado y pasar el conocimiento a la producción*
- *Utilizar pasos eficientes para producir para el mercado.*

- se espera que los costos de producción permiten ganancia en una semana típica

- *Conocer el mercado y conocer sus costos*

Enlace entre mercadeo y producción

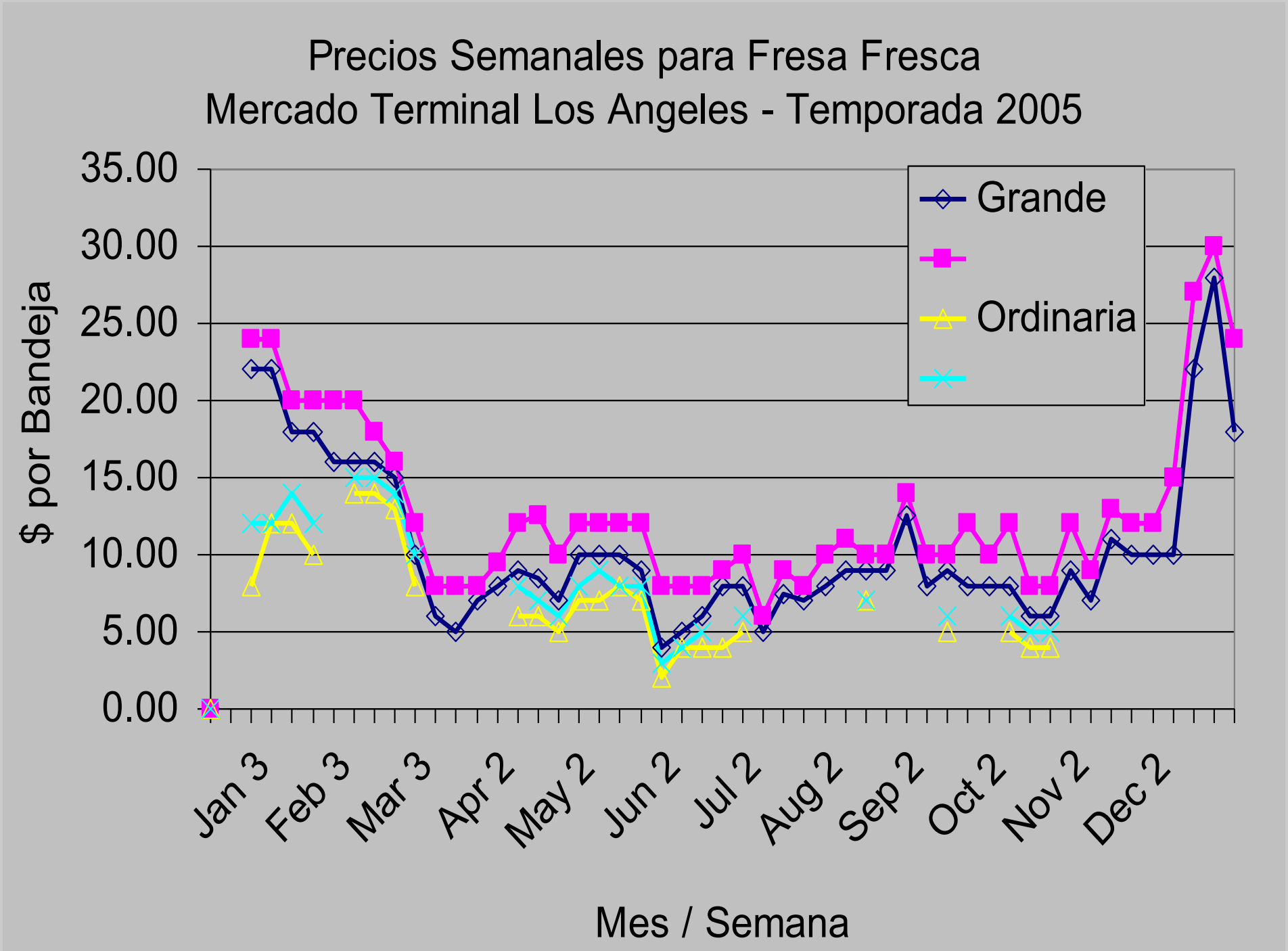
- *El mercado tiene sus esperanzas del producto*

  - calidad

  - volumen

- *Hay ritmos establecidos de flujo del producto – consumo, preferencias de los consumidores.*

- *Por ejemplo – fruta grande al comienzo de la temporada*


Precios Semanales para Fresa Fresca
Mercado Terminal Los Angeles - Temporada 2005
$ por Bandeja
35.00
30.00
25.00
20.00
15.00
10.00
5.00
0.00
Grande
Ordinaria
Jan 3
Feb 3
Mar 3
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Jun 2
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Aug 2
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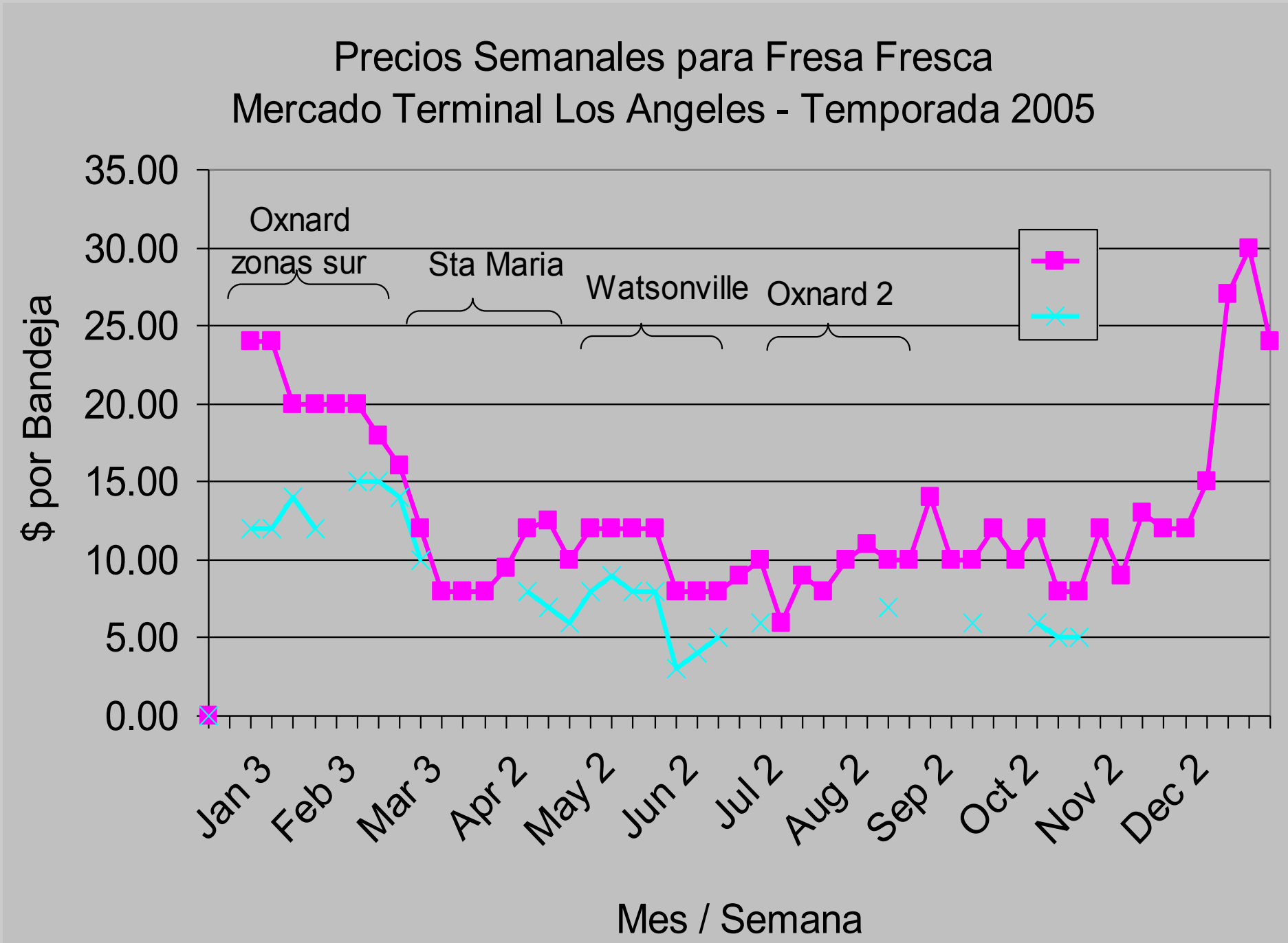
Oct 2
Nov 2
Dec 2
Mes / Semana


Precios Semanales para Fresa Fresca
Mercado Terminal Los Angeles - Temporada 2005
$ por Bandeja
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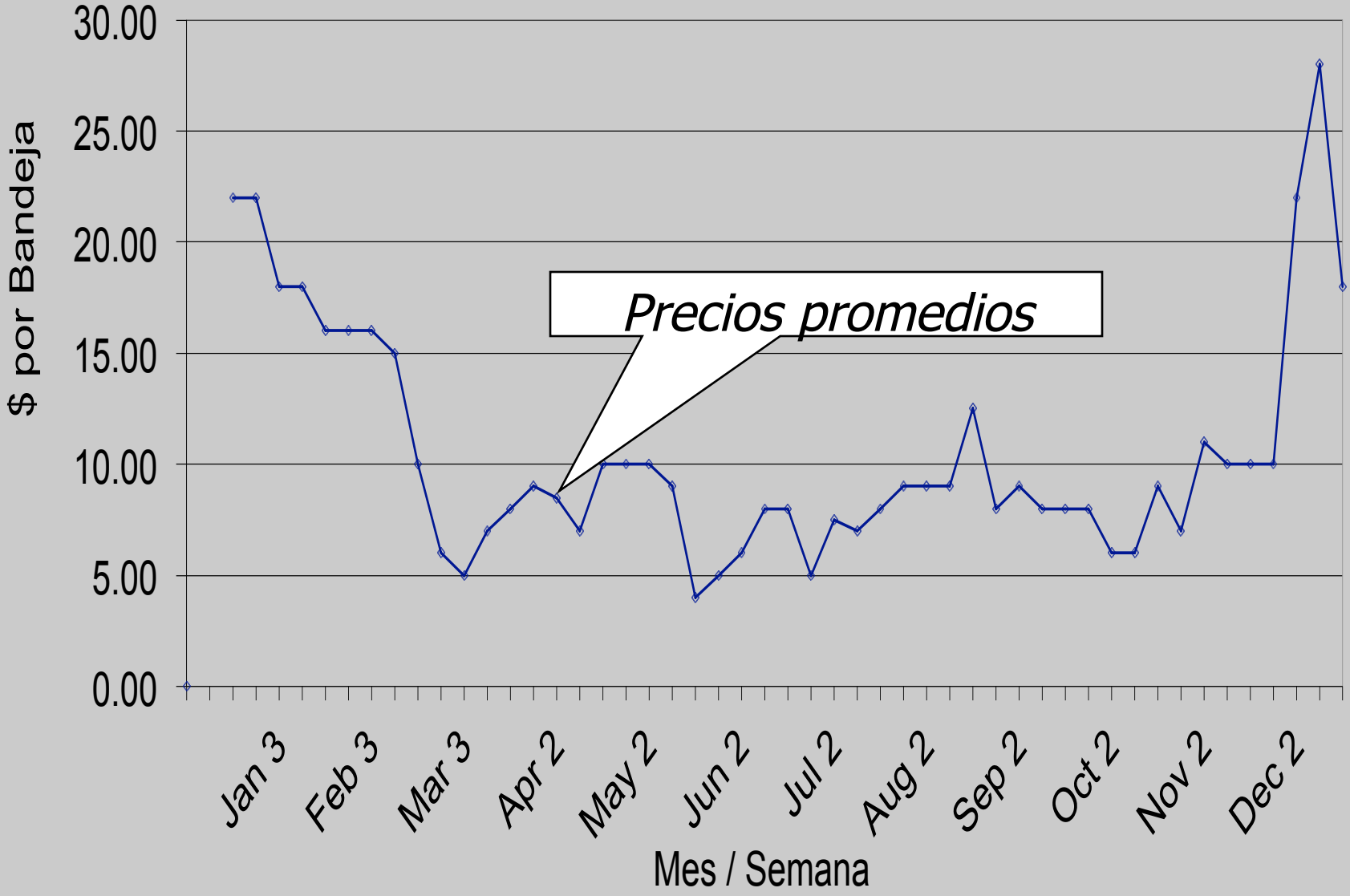
Mes / Semana


30.00
25.00
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$ por Bandeja
Precios promedios
Jan 3
Feb 3
Mar 3
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Jul 2
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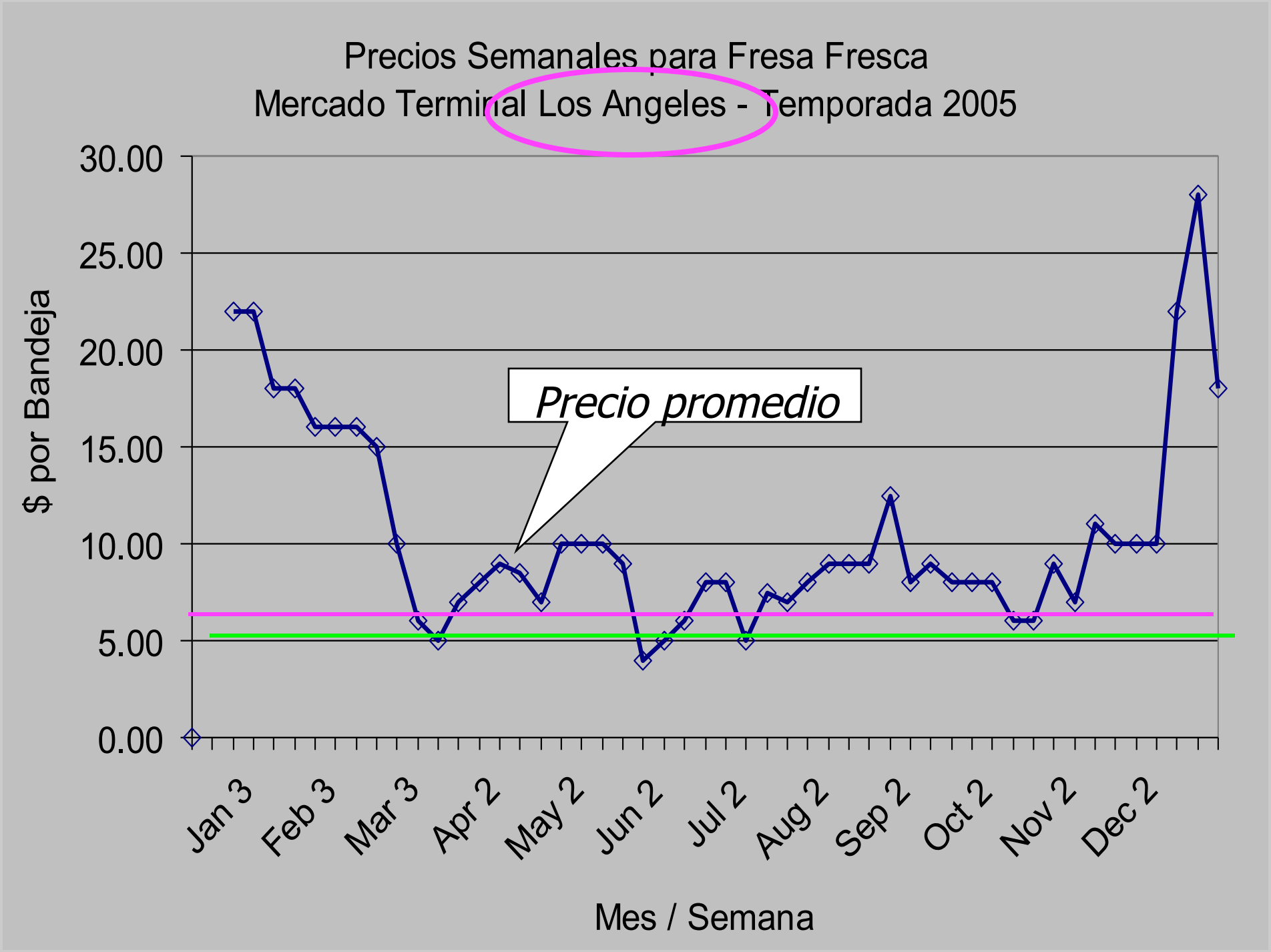
Sep 2
Oct 2
Nov 2
Dec 2
Mes / Semana


Precios Semanales para Fresa Fresca
Mercado Terminal Los Angeles - Temporada 2005
30.00
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20.00
15.00
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$ por Bandeja
Precio promedio
Jan 3
Feb 3
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May 2
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Aug 2
Sep 2
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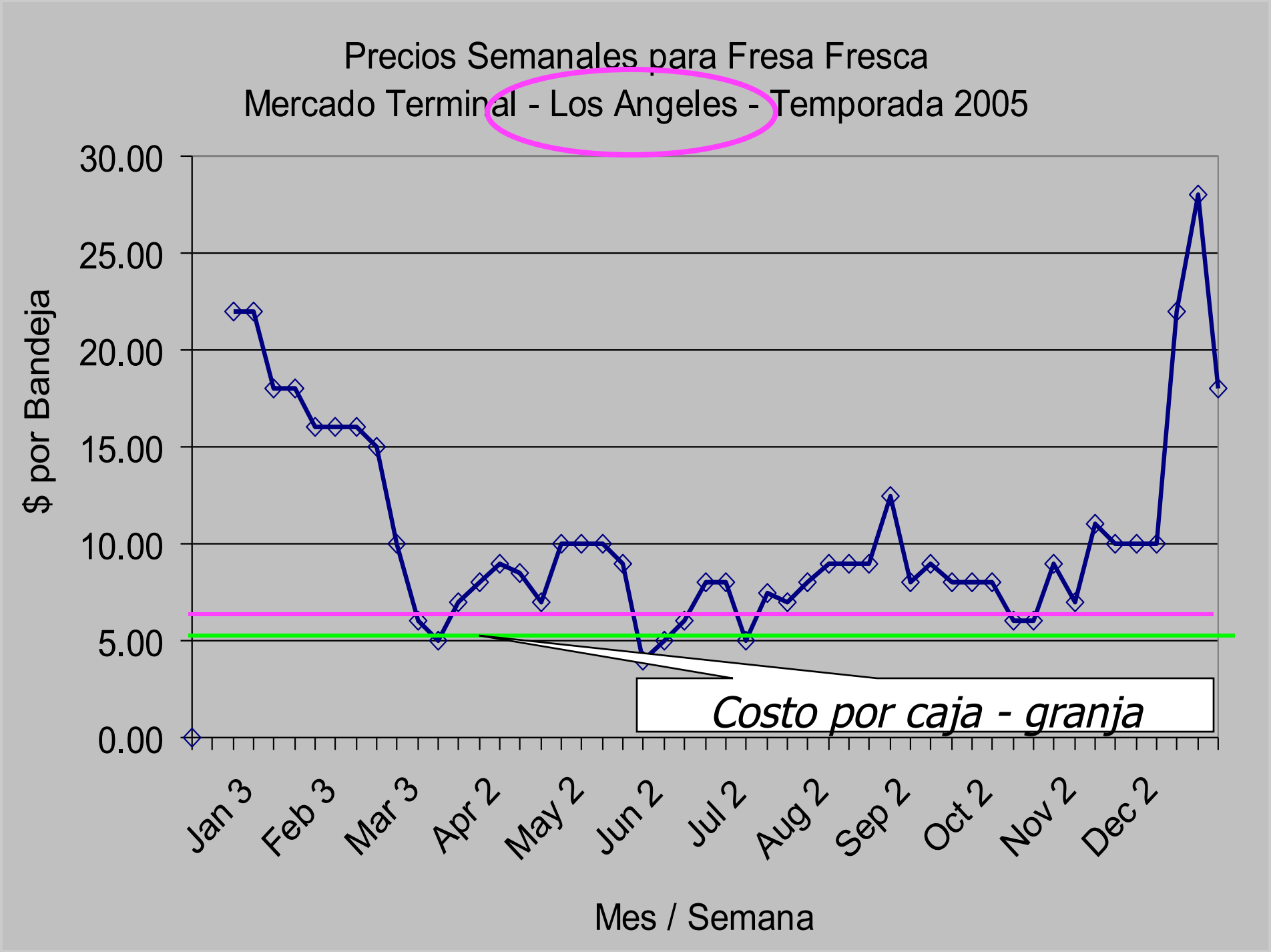
Dec 2
Mes / Semana


Precios Semanales para Fresa Fresca
Mercado Terminal - Los Angeles - Temporada 2005
$ por Bandeja
30.00
25.00
20.00
15.00
10.00
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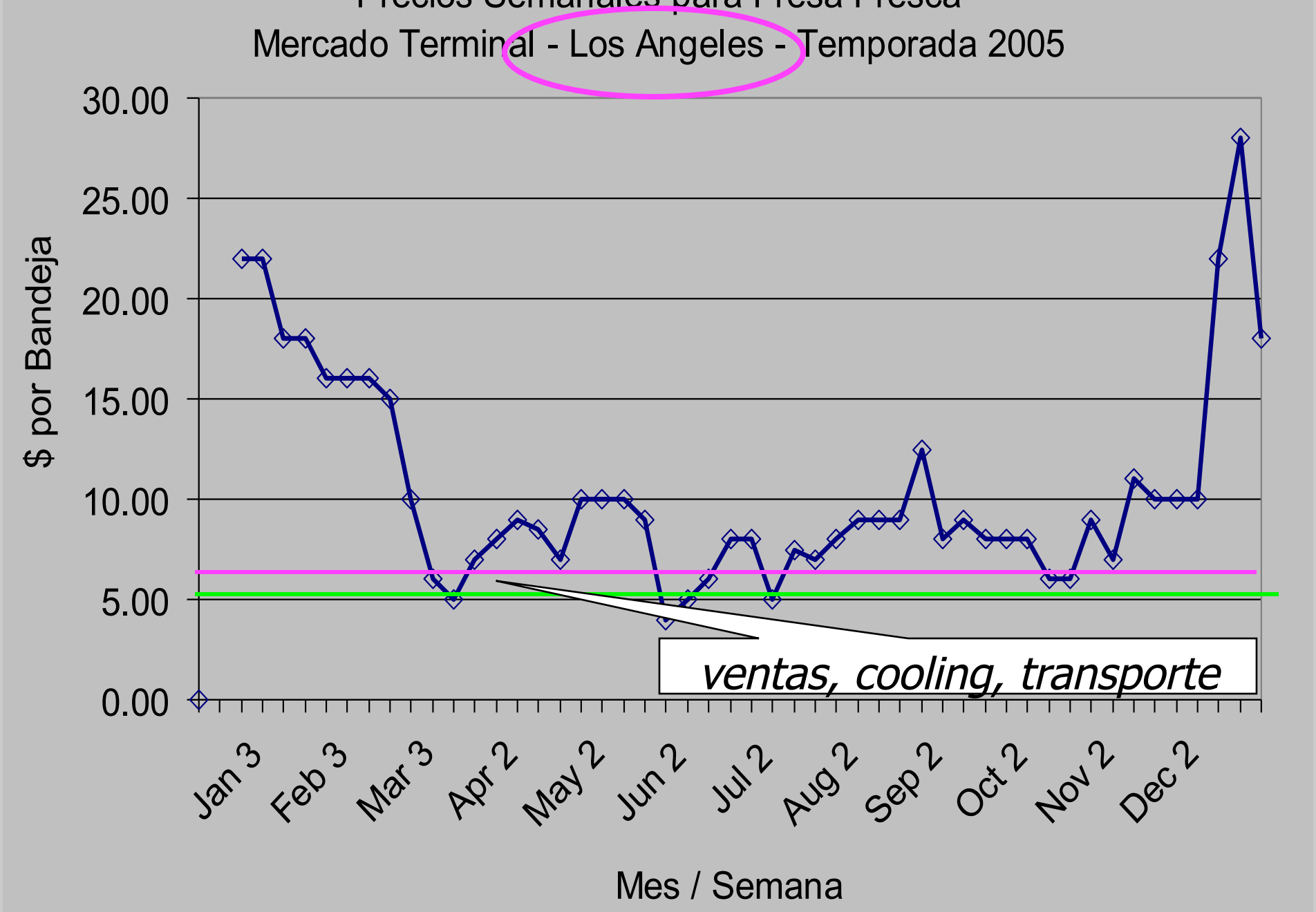
Costo por caja - granja
Jan 3
Feb 3
Mar 3
Apr 2
May 2
Jun 2
Jul 2
Aug 2
Sep 2
Oct 2
Nov 2
Dec 2
Mes / Semana


Precios Semanales para Fresa Fresca
Mercado Terminal - Los Angeles - Temporada 2005
$ por Bandeja
30.00
25.00
20.00
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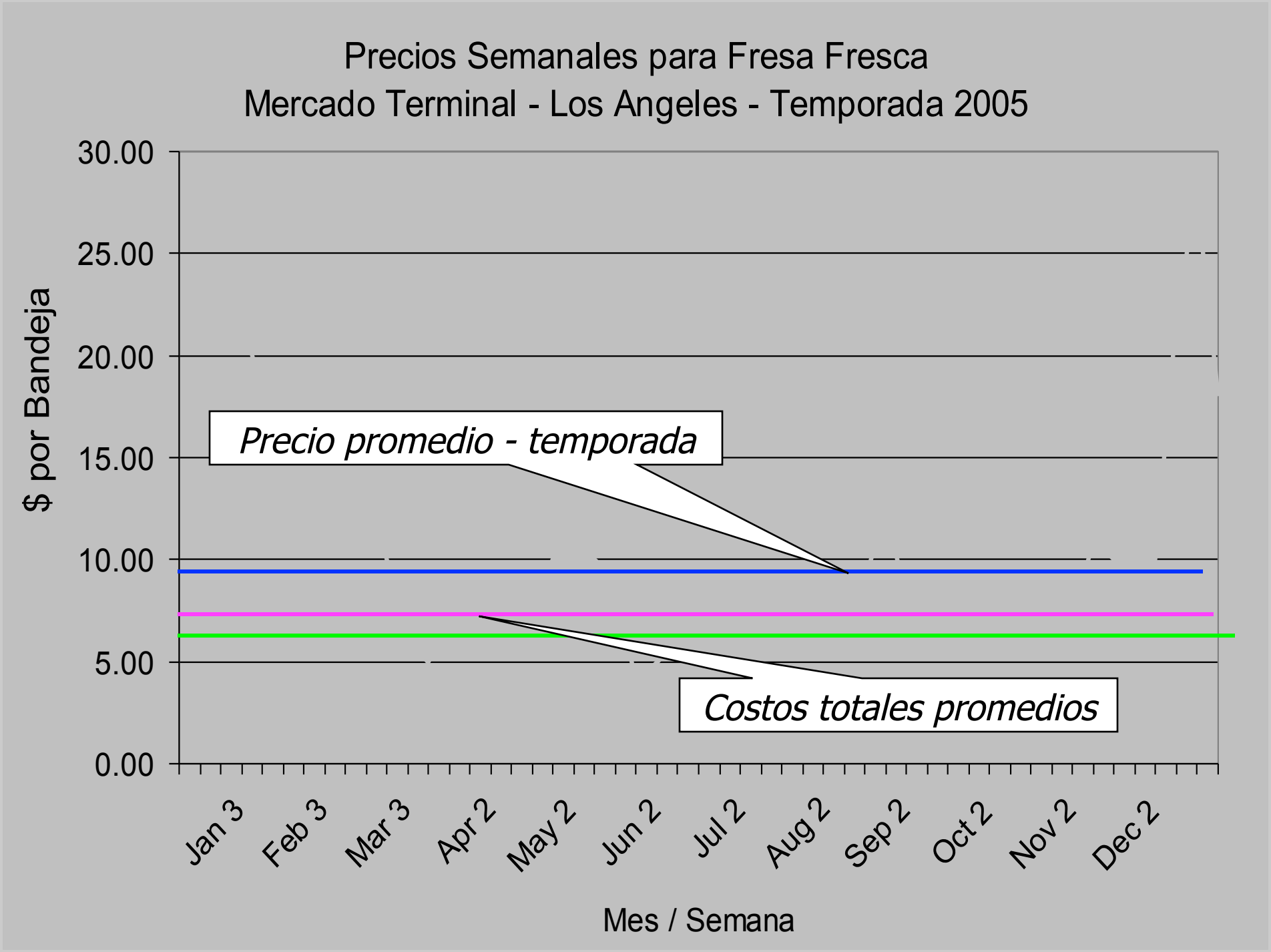
0.00
ventas, cooling, transporte
Jan 3
Feb 3
Mar 3
Apr 2
May 2
Jun 2
Jul 2
Aug 2
Sep 2
Oct 2
Nov 2
Dec 2
Mes / Semana

Enlace entre mercadeo y producción (continuado)

- *Precios promedios – costos = ganancia*
- *Costos dependen en eficiencia en el manejo*
- *Hay que proyectar precios promedios historiales y determinar si le queda ganancia ?*


Precios Semanales para Fresa Fresca
Mercado Terminal - Los Angeles - Temporada 2005
30.00
25.00
20.00
15.00
10.00
5.00
0.00
$ por Bandeja
Precio promedio - temporada
Costos totales promedios
Jan 3
Feb 3
Mar 3
Apr 2
May 2
Jun 2
Jul 2
Aug 2
Sep 2
Oct 2
Nov 2
Dec 2
Mes / Semana


USDA
United States Department of Agriculture
Agricultural Marketing Service
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Nuts
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Retail
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Truck Rate
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Welcome to Fruit and Vegetable Market News
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November 10, 2012
Holiday Note: No reports will be issued Monday, November 12, 2012 in observance of the Veterans Day holiday.
Run a Custom Report
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National Fruit and Vegetable Organic Summary
National Honey Report
Tomato Report
Plum Tomato Report
Cherry Tomato Report
Grape Tomato Report
Asparagus Report
Western Fruit Grape Cold Storage Summary
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Daily Tomato Shipping Point Prices
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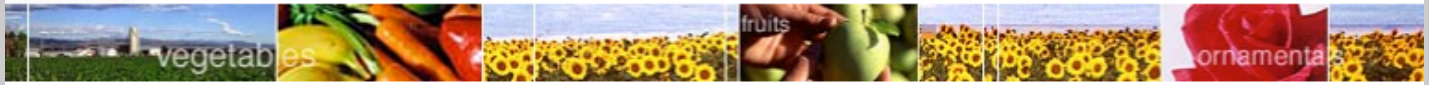
Commodity Procurement
FV Industry Advisory Committee
Grading and Standards
Marketing Orders
National Agricultural Library
National Organic Program
Perishable Agricultural Commodities Act (PACA)
Research and Promotion
USDA Links
Agricultural Marketing Service (AMS)



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- Onions & Potatoes
- Vegetables
- Herbs
- Nuts
- Ornamentals
- Honey

Browse by Report Type

- Terminal Market
- International Markets
- Shipping Point
- Movement
- Retail
- Daily Movement
- Truck Rate

Custom Reports

- Run a Custom Report
- Organic Report

Fruits

A-B | C-D | E-G | H-L | M-O | P-R | S-Z

A-B

- Apple Cider
- Apple Pears
- Apples
- Apricots
- Avocados
- Bananas
- Batatas
- Bitter Orange
- Black Currants
- Blackberries
- Blood Orange
- Blueberries
- Boysenberries
- Breadfruit

C-D

- Cactus Pears
- Cantaloups
- Cape Gooseberries (Physalis)
- Carambola - Star Fruit
- Casaba
- Charantais Melon
- Cherimoya
- Cherries
- Citron
- Clementines
- Cocktail Grapefruit/Pummelo
- Coconuts
- Cranberries
- Crenshaw
- Dates
- Dragon Fruit (Red Pitaya)
- Durian

E-G

- Edible Flowers
- Feijoa
- Figs
- Figs
- Fruits Other
- Galia Melon
- Gaya Melon
- Gooseberries
- Grapefruit
- Grapes
- Grapes-Black Juice
- Grapes-Mixed Juice
- Grapes-White Juice
- Guava

H-L

- Hami Melon
- Homelyfruit
- Honeydews
- Jackfruit
- Juan Canary Melon
- Kiwano
- Kiwifruit
- Korean Melon
- Kumquats
- Lee Citrus
- Limes
- Loganberries
- Loganberries
- Longan
- Loquat

USDA United States Department of Agriculture
Agricultural Marketing Service

FRUIT & VEGETABLE
MARKET NEWS

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Report

Commodity: STRAWBERRIES **Report Type:** Terminal Market.

Aggregate by: Daily **Date(s):** 09-Nov-2012

Download as: Excel Text XML PDF (adobe reader required) Printable View (adobe reader required)

Report Type: TERMINAL MARKET / SHIPPING POINT / MOVEMENT / RETAIL

Refine results:

Location: ALL Variety: ALL

Date: Date Format: mm/dd/yyyy Environment: All Hide Empty Columns:

Type: All Products Go

LOS ANGELES : STRAWBERRIES **Offerings: LIGHT.** **Comments: Wide range in quality and condition.**

LOS ANGELES : STRAWBERRIES **Package: flats 12 1-pt baskets**

Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Crop	Trans Mode
11/09/2012	12.00 - 16.00	14.00 - 14.00	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med									
11/09/2012	-	-	CALIFORNIA	SANTA MARIA CALIFORNIA	med									
11/09/2012	6.00 - 8.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	sml-med					FR COND				

LOS ANGELES : STRAWBERRIES **Package: flats 8 1-lb containers with lids**

Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance	Crop	Trans Mode
11/09/2012	15.00 - 16.00	-	CALIFORNIA	SANTA MARIA CALIFORNIA	lge									
11/09/2012	10.00 - 12.00	11.00 - 11.00	CALIFORNIA	SANTA MARIA CALIFORNIA	med-lge									
11/09/2012	10.00 - 13.00	10.00 - 12.00	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med									

Close Window

Run a Custom Report

Step 1: Report Type

Type: Terminal Market **by** Location

by All Commodities Update

Step 2: Details

Location: ATLANTA

Aggregate: Daily

Commodity:

ACACIA (MIMOSA)
ACONITUM (MONKSHOOD)
AGAPANTHUS
AGERATUM
AGROSTEMMA
ALCHEMILLA
ALFALFA SPROUTS
ALLIUM
ALMOND (FLOWERING)
ALMONDS

Add Remove

ALL

Close Window

Run a Custom Report

Step 1: Report Type

Type: Terminal Market **by** Location

by All Commodities Update

Step 2: Details

Location: LOS ANGELES

Aggregate: Daily

Commodity:

SPIRAEA
SPRITE MELON
SQUASH
STAR OF BETHLEHEM
STATICE (LIMONIUM)
STEPHANOTIS
STOCK
STRAW BALES
STRAWFLOWERS
SUGARCANE

Add Remove

STRAWBERRIES

Go

Commodity:

ALL
ACACIA (MIMOSA)
ACONITUM (MONKSHOOD)
AGAPANTHUS
AGERATUM
AGROSTEMMA
ALCHEMILLA
ALFALFA SPROUTS
ALLIUM
ALMOND (FLOWERING)

Add | Remove

STRAWBERRIES

Update

ep 3: Time Period and Refinement

Dates: 01/03/2011 **to** 12/26/2011

Date Format: mm/dd/yyyy

The End date must be greater than or equal to Start Date.

Omitting Date Values will generate the last available report

Type: All Products

Environment:

All
Field Grown
Grnhse Incl Hydroponic
Greenhouse Hydroponic
Greenhouse

Close Window

Report

Location: LOS ANGELES

Commodity: STRAWBERRIES **Report Type:** Terminal Market.

Aggregate by: Daily **Date(s):** 03-Jan-2011 to 26-Dec-2011

Download as: Excel Text XML PDF (adobe reader required) Printable View (adobe reader required)

Edit Query Hide Empty Columns:

Location: LOS ANGELES

STRAWBERRIES **Package: flats 12 1-pt baskets**

Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Uni
01/04/2011	40.00 - 42.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/05/2011	30.00 - 30.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/06/2011	-	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/07/2011	30.00 - 30.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/13/2011	26.00 - 28.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/13/2011	18.00 - 18.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/14/2011	24.00 - 26.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/14/2011	18.00 - 18.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/18/2011	24.00 - 26.00	24.00 - 24.00	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/18/2011	22.00 - 22.00	-	CALIFORNIA	COACHELLA VALLEY CALIFORNIA	med-lge			
01/18/2011	22.00 - 24.00	22.00 - 22.00	MEXICO	BAJA DISTRICT	med-lge			
01/19/2011	22.00 - 22.00	-	CALIFORNIA	COACHELLA VALLEY CALIFORNIA	med-lge			
01/19/2011	22.00 - 24.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			
01/19/2011	20.00 - 22.00	-	MEXICO	BAJA DISTRICT	med-lge			
01/20/2011	20.00 - 22.00	-	CALIFORNIA	COACHELLA VALLEY CALIFORNIA	med-lge			
01/20/2011	16.00 - 18.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	med-lge			

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

2011

SAMPLE COSTS TO PRODUCE
STRAWBERRIES

SOUTH COAST REGION
Santa Barbara and San Luis Obispo Counties
Santa Maria Valley

Surendra Dara	UC Cooperative Extension Farm Advisor, Santa Barbara and San Luis Obispo Counties
Karen M. Klonsky	UC Cooperative Extension Specialist, Department of Agricultural and Resource Economics, UC Davis
Richard L. De Moura	Staff Research Associate, Department of Agricultural and Resource Economics, UC Davis

ASSUMPTIONS

The following assumptions refer to tables 1 to 7 and pertain to sample costs to produce strawberries in the South Coast Region – Santa Barbara and San Luis Obispo Counties. The cultural practices described and materials used are considered typical for a well-managed strawberry field in the region. The costs, materials and practices will not apply to all situations every production year. Cultural practices for the production of strawberries vary by grower and region, resulting in significant cost differences. **The use of trade names and cultural practices in this report does not constitute an endorsement or recommendation by the University of California nor is any criticism implied by omission of other similar products or cultural practices.**

Farm. The farm consists of 90 contiguous acres – 85 rented acres and five acres owned by the grower. Strawberries are being planted on 80 acres and five acres are field roads, and irrigation system. The land is divided into 4-20 acre blocks/fields 250 feet long. The grower owned five acres includes a shop and equipment yard.

Production Operating Costs

Land Preparation and Bed-Up. The grower does a series of operations: disc and ringroll 2X (X equals number of passes over the land), subsoil 2X, disc and ringroll 1X, plow 1X, disc and ringroll 2X, triplane 2X, and chisel 1X. The field is disced a total of 5 times and subsoiled or ripped 30 to 36 inches deep. The field is smoothed and leveled with a triplane. Three beds 64 inches wide and 14 inches high are listed and shaped in one operation, pre-plant fertilizer incorporated, drip tape buried in bed, and plastic mulch layed on bed. Farmers with this acreage will own a large tractor for land preparation. Smaller growers usually rent a large tractor for land preparation or will have the work done by a custom operator.

Plant Establishment. Several varieties are available for planting in the area, but no specific variety is assumed in this study. Plants in the area are planted on 60 to 68 inch beds. In this study, the grower plants on 64-inch beds, 12 to 14-inch bed height, 4 rows per bed and a 16-inch plant spacing for a total of 25,000 plants per acre. Five percent of the plants will be replanted and are included in the plant population. The beds are made the entire length of the field. After fumigation, roads, using a tracklayer tractor with blade, are made to divide the field into smaller blocks 200 to 300 feet long. Holes are punched in the plastic mulch that was laid on the beds, using a mechanical punch machine. Plants are delivered to the edge of the blocks where the planting crew gathers the plants in buckets or bags and places the strawberry plants in the punched holes.

Fertilization. A slow release NPK fertilizer, 17-17-17 or any other similar fertilizer, at 500 pounds per acre is drilled preplant in the bed using a fertilizer drill with bed shaper. Growers may also apply multiple liquid fertilizers during the season through the drip lines or as a foliar spray. Some fertilizers that may be applied are Thiocal for calcium and sulfur, CAN 17 (17-0-0-8Ca) and CN9 for nitrogen and calcium, potassium nitrate for potassium and nitrogen, and minor nutrient fertilizers such as iron, zinc, and boron. Thiocal and CAN 17 are used during the growing season in this study. Besides a slow release fertilizer application, potassium sulfate is broadcast preplant.

Irrigation. The grower rents sprinkler pipe for the preplant and establishment sprinkler irrigations. Prior to listing, the field is sprinkler irrigated for 12 hours. Two men plus the tractor driver lay and pickup the pipe. Two drip-lines per bed, using a tape layer machine are buried in the beds prior to fumigation. After the field is divided into blocks/small fields, the lateral lines are buried at the edge of the block and the drip lines connected and tested for leaks. The field is preirrigated using the drip system. Following planting, sprinkler pipe is laid out and the field is sprinkled two-hours per day for 15 days. Two irrigators manage the sprinkler

UC COOPERATIVE EXTENSION

Table 1. COSTS PER ACRE TO PRODUCE STRAWBERRIES

SANTA BARBARA and SAN LUIS OBISPO COUNTIES 2011

Operation	Operation Time (Hrs/A)	Cash and Labor Costs per Acre: Labor Cost	Fuel	Lube & Repairs	Material Cost	Custom/ Rent	Total Cost	Your Cost
Cultural:								
Land Prep: Disc/Roll 5X	0.50	8	26	9	0	0	44	
Land Prep: Subsoil 2X	0.90	15	47	13	0	0	76	
Land Prep: Plow 1X	0.27	4	14	5	0	0	23	
Land Prep: Level/Smooth Field 2X	0.50	8	20	5	0	0	33	
Fertilize: Custom (0-0-52)	0.00	0	0	0	184	15	199	
Land Prep: Chisel	0.30	5	16	4	0	0	25	
Irrigate: Sprinkle/Layout/Pickup	4.00	308	31	10	107	0	456	
List/Shape Beds.	0.90	15	47	18	0	0	80	
Fertilize: Preplant (17-17-17)	0.25	4	4	1	290	0	300	
Irrigate: Install Drip Tape 2 line/bed	0.14	2	2	1	327	0	332	
Weed: Bed Tops (Goal Tender)	0.00	0	0	0	26	23	49	
Land Prep: Lay Mulch	0.41	12	6	2	572	0	592	
Land Prep: Cut/Grade Roads	0.62	123	14	4	0	0	140	
Irrigate: Lay Laterals/Connect Drip	18.00	202	0	0	0	0	202	
Weed: Cultivate Furrows	0.69	11	12	3	0	0	26	
Weed: Furrows (Goal Tender)	0.00	0	0	0	9	23	32	
Irrigate: Drip	29.00	325	0	0	393	0	718	
Fumigate: Drip (custom)	0.00	0	0	0	0	1,200	1,200	
Plant: Punch Holes	0.69	11	5	1	0	0	18	
Plant: Transplant	42.00	471	0	0	2,925	0	3,396	
Weed: Hand	76.00	853	0	0	0	0	853	
Insect: Worms	0.58	10	6	2	42	0	60	
Fertilize: through drip (CAN17)	0.00	0	0	0	79	0	79	
Fertilize: through drip (Thiocal)	0.00	0	0	0	210	0	210	
Disease: Botrytis	1.17	19	12	4	157	0	192	
Insect: Mite (Persimilis)	2.40	27	0	0	120	0	147	
Disease: Botrytis/Mildew	1.17	19	12	4	265	0	300	
Disease/Insect: Mildew/Mite	0.58	10	6	2	152	0	169	
Disease: Mildew	0.58	10	6	2	10	0	27	
Disease/Insect: Botrytis/Mildew/Mite	0.58	10	6	2	157	0	175	
Disease/Insect: Botrytis/Lygus/Mite	0.58	10	6	2	138	0	156	
Disease/Insect: Mildew/Lygus/Mite	0.58	10	6	2	150	0	168	
Field Cleanup: (mow, remove mulch, disc)	1.94	245	30	10	0	23	308	
TOTAL Cultural COSTS	185.35	2,749	335	105	6,312	1,284	10,785	
Harvest:								
Harvest/Record, Fresh	699.98	7,854	0	0	7,514	0	15,368	
Haul/Load, Fresh	2.58	126	20	9	0	0	155	
Harvest/Record/Haul, Freezer	1.66	4,079	13	6	0	0	4,098	
TOTAL Harvest COSTS	704.22	12,059	33	15	7,514	0	19,621	
Other*:								
Strawberry Commission Assessment	0	0	0	0	98	0	98	
Cooler (Fresh)	0	0	0	0	0	2,210	2,210	
Selling Cost (Fresh)	0	0	0	0	0	2,917	2,917	
TOTAL OTHER COSTS	0	0	0	0	98	5,127	5,225	
Interest on Operating Capital @ 5.75%							634	
TOTAL OPERATING COSTS/ACRE	889.57	14,808	368	121	13,924	6,411	36,264	

UC COOPERATIVE EXTENSION
Table 4. RANGING ANALYSIS
SANTA BARBARA and SAN LUIS OBISPO COUNTIES 2011

COST PER ACRE AT VARYING YIELDS TO PRODUCE STRAWBERRIES

	YIELD (trays/acre)						
	3,902	4,460	5,018	5,576	6,134	6,692	7,250
OPERATING COSTS:							
Cultural	10,785	10,785	10,785	10,785	10,785	10,785	10,785
Harvest	13,946	15,938	17,929	19,621	21,913	23,904	25,896
Assessment	5,195	5,205	5,215	5,225	5,235	5,244	5,254
Interest on operating capital @ 5.75%	562	588	613	634	663	689	714
TOTAL OPERATING COSTS/ACRE	30,489	32,516	34,542	36,264	38,596	40,623	42,650
Total Operating Costs/tray	7.81	7.29	6.88	6.50	6.29	6.07	5.88
CASH OVERHEAD COSTS/ACRE	4,856	4,856	4,856	4,856	4,856	4,856	4,856
TOTAL CASH COSTS/ACRE	35,345	37,372	39,399	41,120	43,453	45,479	47,506
Total Cash Costs/tray	9.06	8.38	7.85	7.37	7.08	6.80	6.55
NON-CASH OVERHEAD COSTS/ACRE	261	261	261	261	261	261	261
TOTAL COSTS/ACRE	35,606	37,633	39,659	41,381	43,713	45,740	47,767
Total Costs/tray	9.13	8.44	7.90	7.42	7.13	6.83	6.59

NET RETURNS PER ACRE ABOVE OPERATING COSTS

PRICE($/tray)		YIELD (tray/acre)						
Fresh (10 lb)		3,094	3,536	3,978	4,420	4,862	5,304	5,746
	Freezer (18 lb)	808	924	1,040	1,156	1,272	1,388	1,504
6.75	5.40	-5,241	-3,659	-2,075	-187	1,091	2,675	4,257
7.25	5.40	-3,694	-1,891	-86	2,023	3,522	5,327	7,130
7.75	5.40	-2,147	-123	1,903	4,233	5,953	7,979	10,003
8.25	5.40	-600	1,645	3,892	6,443	8,384	10,631	12,876
8.75	5.40	947	3,413	5,881	8,653	10,815	13,283	15,749
9.25	5.40	2,494	5,181	7,870	10,863	13,246	15,935	18,622
9.75	5.40	4,041	6,949	9,859	13,073	15,677	18,587	21,495

NET RETURNS PER ACRE ABOVE CASH COSTS

PRICE($/tray)		YIELD (tray/acre)						
Fresh (10 lb)		3,094	3,536	3,978	4,420	4,862	5,304	5,746
	Freezer (18 lb)	808	924	1,040	1,156	1,272	1,388	1,504
6.75	5.40	-10,098	-8,515	-6,931	-5,043	-3,765	-2,181	-599
7.25	5.40	-8,551	-6,747	-4,942	-2,833	-1,334	471	2,274
7.75	5.40	-7,004	-4,979	-2,953	-623	1,097	3,123	5,147
8.25	5.40	-5,457	-3,211	-964	1,587	3,528	5,775	8,020
8.75	5.40	-3,910	-1,443	1,025	3,797	5,959	8,427	10,893
9.25	5.40	-2,363	325	3,014	6,007	8,390	11,079	13,766
9.75	5.40	-816	2,093	5,003	8,217	10,821	13,731	16,639

NET RETURNS PER ACRE ABOVE TOTAL COSTS

PRICE($/tray)		YIELD (tray/acre)						
Fresh (10 lb)		3,094	3,536	3,978	4,420	4,862	5,304	5,746
	Freezer (18 lb)	808	924	1,040	1,156	1,272	1,388	1,504
6.75	5.40	-10,358	-8,776	-7,192	-5,304	-4,026	-2,442	-860
7.25	5.40	-8,811	-7,008	-5,203	-3,094	-1,595	210	2,013
7.75	5.40	-7,264	-5,240	-3,214	-884	836	2,862	4,886
8.25	5.40	-5,717	-3,472	-1,225	1,326	3,267	5,514	7,759
8.75	5.40	-4,170	-1,704	764	3,536	5,698	8,166	10,632
9.25	5.40	-2,623	64	2,753	5,746	8,129	10,818	13,505
9.75	5.40	-1,076	1,832	4,742	7,956	10,560	13,470	16,378

NET RETURNS PER ACRE ABOVE TOTAL COSTS

PRICE($/tray)		YIELD (tray/acre)						
Fresh (10 lb)		3,094	3,536	3,978	4,420	4,862	5,304	5,746
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Resumen de costos de produccion de la fresa en el Valle de Santa Maria

http://coststudies.ucdavis.edu/files/Strawberry_SC_SMV2011.pdf

Administración del negocio

- *Mucho mas que manejo del cultivo*
- *Enlace del mercadeo y producción*
- *Entender el mercado y producir producto(s)*
- *Eficiencia a todos los niveles*
- *Anticipar gastos y necesidades durante la vida del proyecto para trabajar con eficiencia*

Detalles!

El éxito en agricultura esta relacionado con manejo de los detalles

Costos de Produccion y Tendencias del Mercado de la Fresa

Mark Gaskell, Asesor Agrícola –
Condados de Santa Barbara et San Luis Obispo

UC CE | University of California Agriculture and Natural Resources | Cooperative Extension