Estrategias, Herramientas, y Recursos para la Selección y la Diversificación de Cultivos

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HEALTHY FOOD SYSTEMS

University of California
Agriculture and Natural Resources

Making a Difference for California

Un proceso de revisión de opciones

- Decisiones generales
  - tiempo disponible
  - producción y mercadeo
- Recursos?
  - financimiento
  - agua? – tierra?
  - - mano de obra
  - - infrastructura

Como va a vender el producto?

- Hay que saber antes que sembrar

- Sembrar para un mercado

  y no sembrar por sembrar y después preguntarse

  " como vendo esto?

Como va a vender el producto?

- Ventas directas
  marketas
  restaurants / hoteles
  "internet"
  "jobber"
- Mercado mayorista?
- Tiempo VS valor VS volumen

Hay que invertir tiempo en el mercadeo
Sembrar es fácil

- *Muchas veces son los cultivos especiales*
  - más bajo volumen y más alto valor
- *Especies nuevas o nuevas al área ?*
- *Nuevo producto ?*
  compradores dictan los terminos
- *Nueva ventana de cosecha ?*

Elementos claves para la diversificación

- Señales del mercado
  - guían la selección de los cultivos
- Logística ?
  - mano de obra, transporte, enfriamiento, ventas
- Combinar agronomía con mercado
  - cantidad de agua, calidad, costo?
- Precios historiales vs. Costos proyectados

Pensar en ventajas competitivas?

- *Clima?*
- *Costos? – producción?*
- *Costos de mercadeo, transporte*
- *Producto importado?*
- *Vida útil y costos escondidos?*

Trabajar con el vendedor

- El vendedor conoce el producto?
  De donde viene su producto ahora?
  Quienes son sus fuentes de producto ahora?
- Tratamiento especiale para enfriar o enviar?
- Precios? pagos? arreglos especiales?
  volumen / ritmo de cosecha?
- Variedad / madurez / calidad
  comunicación es importante
- Tipo de empaque / manejo / transportación

Tipos de empaque de arándano

- 12 / 6 oz
- 12 / 5.6 oz
- 12 / 4.4 oz
- 12 / 3.5 oz
- 12 / 100 gm
- 12 / 125 gm
- 12 / 160 gm
- 12 / 175 gm
- 12 / 1 pt
- 12 / 12 oz
- ? ? 4 / 1 qt
- ? ? 2 / 2 $\frac{1}{4}$ lb

Puntos Claves

- Precios ?
  que precio puede esperar como promedio?

- Costos?
  Costo unitarios?

AREA X PRODUCCIÓN

Información útil sobre los mercados

- Estudios de costos
  http://coststudies.ucdavis.edu/
- Estadísticas Anuales – volumen / valor
  USDA Economic Research Service
  http://www.ers.usda.gov/
- Precios diarios o historiales USDA – AMS
  http://marketnews.usda.gov/portal/fv
- Perfiles del cultivo www.usda.gov/services

Fuentes de información

PRECIOS

www.marketnews.usda.gov

USDA United States Department of Agriculture
Agricultural Marketing Service

FRUIT & VEGETABLE MARKET NEWS

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Browse by Commodity

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- Vegetables
- Herbs
- Nuts
- Ornamentals
- Honey

Browse by Report Type

- Terminal Market
- Shipping Point
- Movement
- Truck Rate

Custom Reports

- Run a custom report

Tools

- Metric Conversion Tool
- Currency Conversion Tool
- Market Reports by Email

Welcome to the Fruit & Vegetable Market News (FVMN) Website.

Video Welcome Message

Tips for First Time Users

December 07, 2007

Note to FVMN Portal users: Several new FVMN Portal features were added recently as part of a continuous effort to improve our service to you. These enhancements include modifications that allow segregated storage, display and retrieval of organic and greenhouse market information. Downloaded reports now show separate columns for Organic and Environment (such as Greenhouse.) For movement reports, information for the commodity "Tomatoes, Greenhouse" is now available with the commodity "Tomatoes."

For additional details please click here.

*****

Run a Custom Report

Step 1: Report Type

Type: Terminal Market **by** Location

by All Commodities Go

Popular Reports

- Shipping Point High/Low Highlights Report
- Daily Movement Report
- Mexico Crossings Report
- National Shipping Point Trends
- National Fruit and Vegetable Retail Report (New!)
- Tomato Report
- Tomato - Greenhouse Movement Report
- Plum Tomato Report
- Cherry Tomato Report
- Grape Tomato Report
- Asparagus Report
- Strawberries Report

Weather Information

Your local forecast by 'City, State' or 'US ZipCode'

Go

USDA-NOAA Agricultural Weather Information

Market News Contacts and Locations

AZ Go

AMS Links

- Grading and Quality
- PACA
- Marketing Orders
- Research/Promotion
- Commodity Procurement Program
- F&V Industry Advisory Committee
- National Organic Program

USDA Links

- National Agricultural Statistics Service (NASS)
- Economic Research Service (ERS)
- Animal and Plant Health Inspection Service (APHIS)
- Foreign Agricultural Service (FAS)
- National Agricultural Library

USDA United States Department of Agriculture
Agricultural Marketing Service

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Terminal Market

U.S Domestic Terminal Markets

Guadalajara, Mexico
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

New Spitalfields, UK
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Toronto, Ont, Canada
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Hamburg, Germany
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Paris, France
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Varna, Bulgaria
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Mexico City, Mexico
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Plovdiv, Bulgaria
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Warsaw, Poland
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Monterrey, Mexico
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Poznan, Poland
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Montreal, Que, Canada
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

Rotterdam, The Netherlands
- All Fruits & Vegetables
- Only Fruits
- Onions & Potatoes
- Only Vegetables

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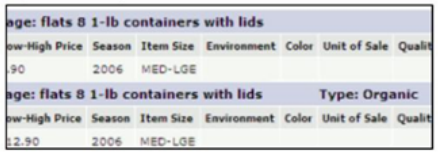
New FVMN Site Features

Release Date: December 03, 2007

Organic Commodity Display and Refinement

Terminal Market, Shipping Point, Movement, and Custom reports display Organic data. If a commodity is Organic, that commodity header shows "Type: Organic," whereas non-organic commodities do not show a Type identifier at all. Reports group like commodity headings; Non-organic show first and Organic second. An example screen is provided below.



...ge: flats 8 1-lb containers with lids						
...ow-High Price	Season	Item Size	Environment	Color	Unit of Sale	Qualit
...90	2006	MED-LGE				
...ge: flats 8 1-lb containers with lids					Type: Organic	
...ow-High Price	Season	Item Size	Environment	Color	Unit of Sale	Qualit
12.90	2006	MED-LGE				

Reports can be refined by Organic values. This refinement option is labeled "Type," and lists three options: All Products, All Organic, and No Organic. For Custom Reports, this refinement menu is located in the report refinement area when a single commodity is selected. For Browse by Report Type and Browse by Commodity reports, this menu is available in your report results refinement area.

Currently, refining graphs on Organic data is not supported.

Environment Types

Terminal Market, Shipping Point, Movement, and Custom reports now list Environment types. These types are Greenhouse, Greenhouse Hydroponic, Greenhouse Including Hydroponic, and Field Grown. If your report returns results that have an Environment type, the new Environment column displays this information.

Previously, some commodities could be refined for Environment types through the Variety refinement menu. Other commodities could not be refined because the Environment type was listed as the Unit of Sale, a Variety, or Sub Variety. They are now all located in their own refinement menu, where you'll see all Environment types. Refine by Environment types using this feature.

The Environment refinement menu location, similar to the Organic refinement menu, is located in the Step 4 refinement area for Custom Reports when a single commodity is selected. For Browse by Report Type and Browse by Commodity report results, you'll find the refinement menu in the report refinement area.

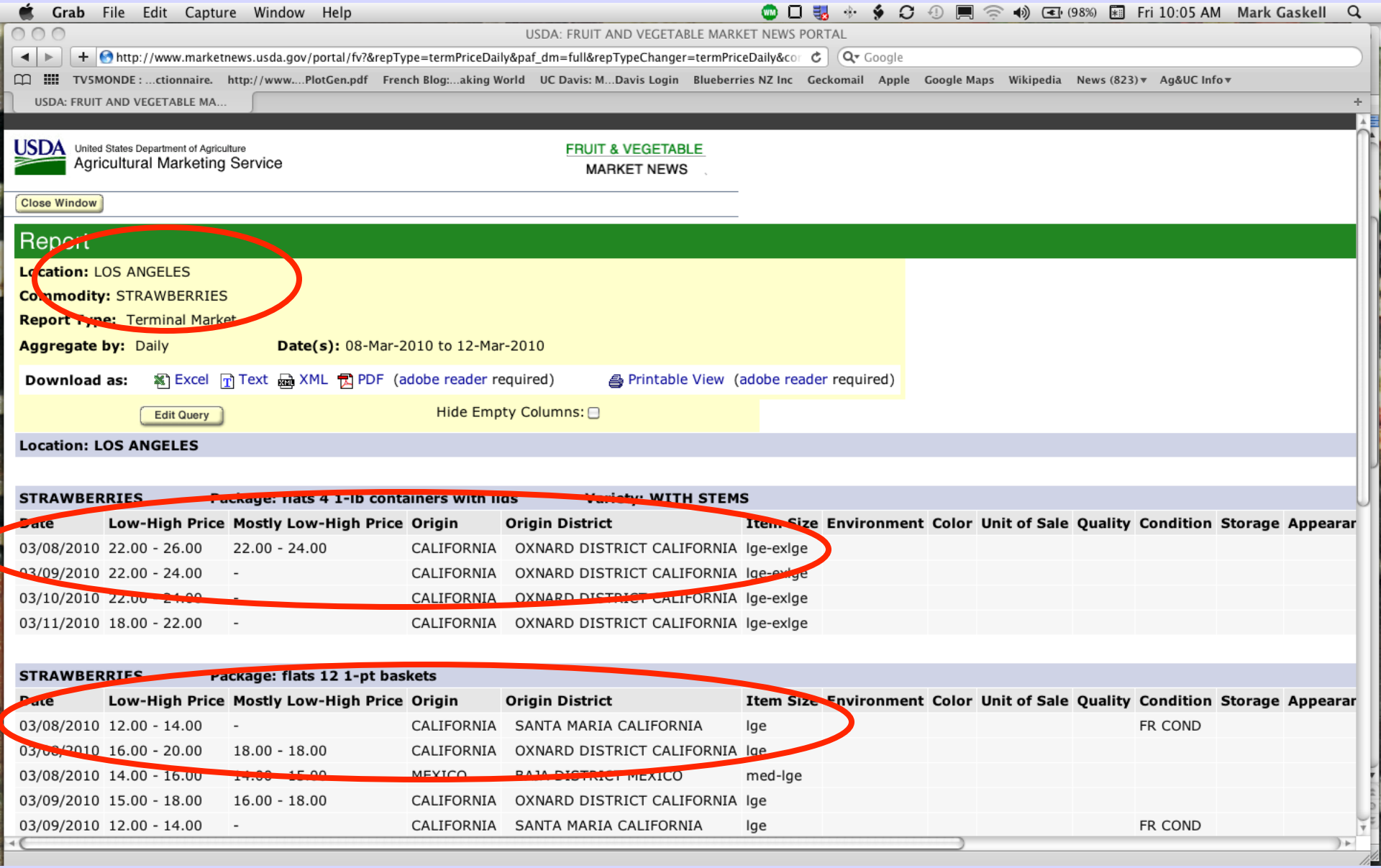
Existing bookmarks with a Variety refinement selection don't return query results. If you want to replace this report:

___ 1. Log into your USDA portal account.
___ 2. Click your bookmark and view the report page.
___ 3. Click "Edit Query."
___ 4. Choose your desired Environment type using the Environment refinement menu.
___ 5. View your report and save your bookmark.
___ 6. Delete your previous bookmark.

Currently, refining graphs on Environment data is not supported and Movement report Environment ...alues no longer exist for: Rhubarb; Tomatoes, Cherry; Tomatoes, Grape; and Tomatoes, Plum.

Tomatoes, Greenhouse

All instances of Tomatoes, Greenhouse have been removed. All Tomatoes, Greenhouse data was converted to display with the Tomatoes commodity showing "Greenhouse" in the Environment column. If you'd like to search for Tomatoes, Greenhouse data, choose Tomatoes, Type refine with


Grab File Edit Capture Window Help
Fri 10:05 AM Mark Gaskell
USDA: FRUIT AND VEGETABLE MARKET NEWS PORTAL
http://www.marketnews.usda.gov/portal/fv?&repType=termPriceDaily&paf_dm=full&repTypeChanger=termPriceDaily&co
Google
TV5MONDE : ...ctionnaire. http://www....PlotGen.pdf French Blog:...aking World UC Davis: M...Davis Login Blueberries NZ Inc Geckomail Apple Google Maps Wikipedia News (823) Ag&UC Info
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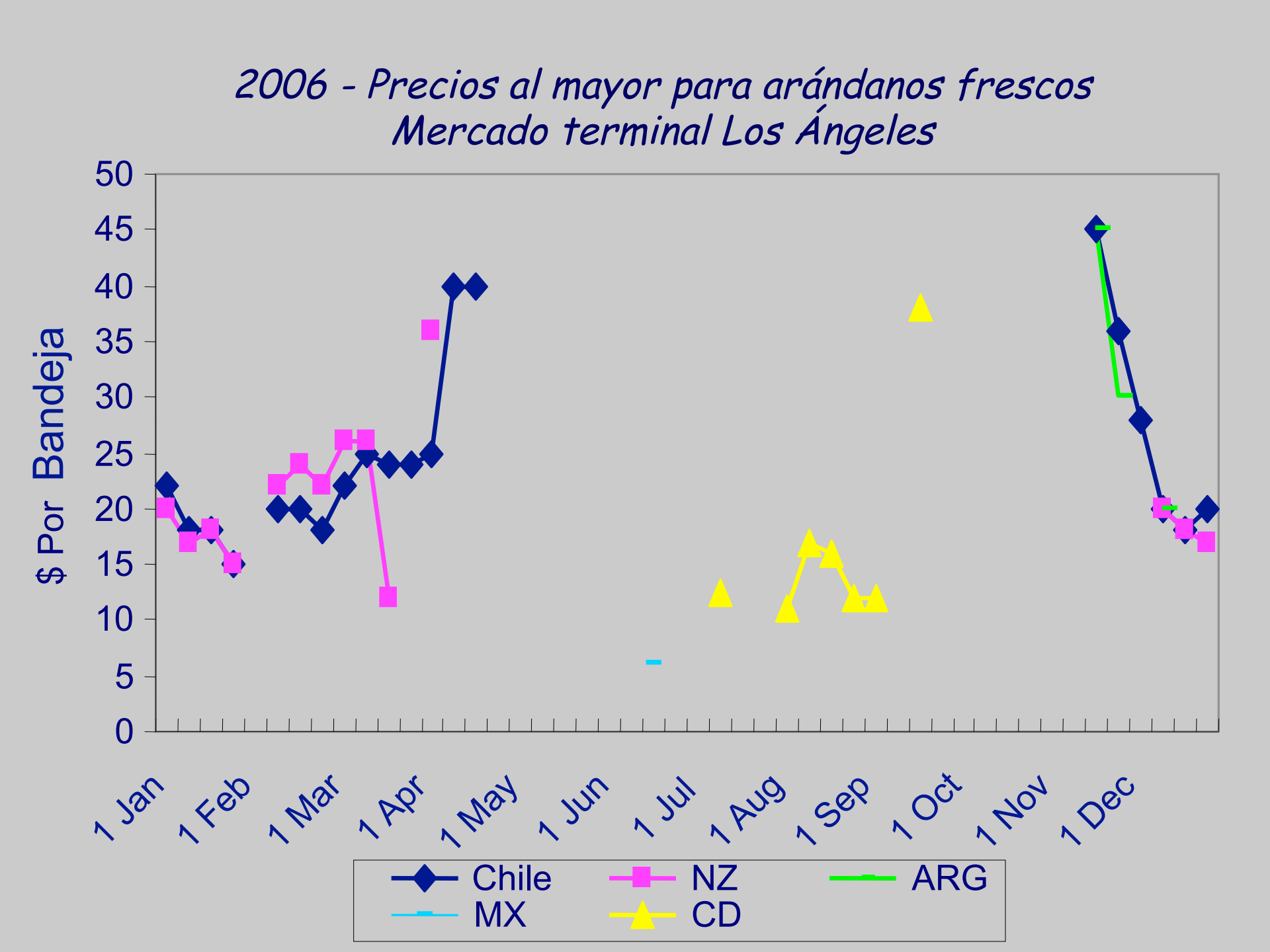
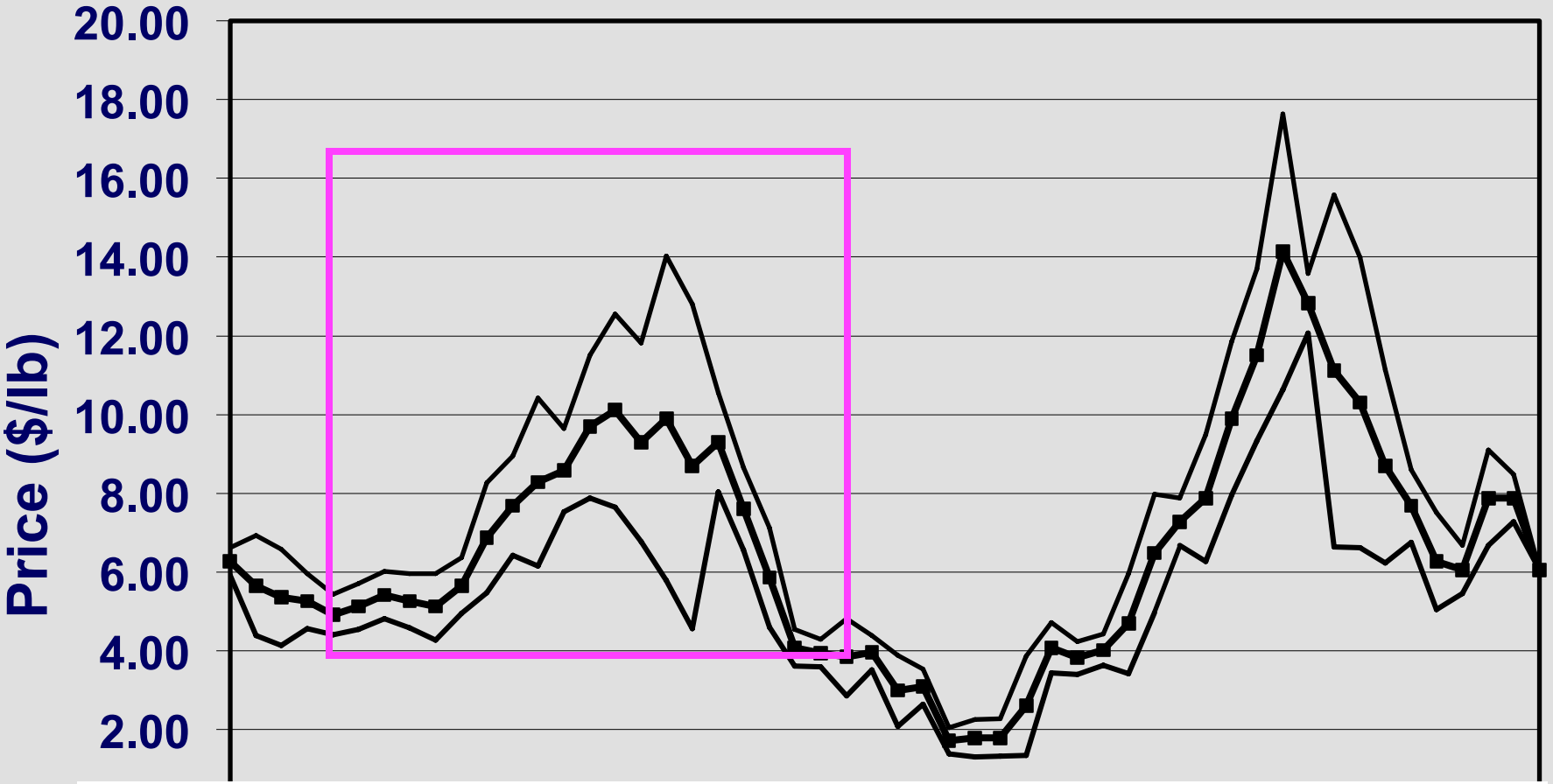
MARKET NEWS
Close Window
Report
Location: LOS ANGELES
Commodity: STRAWBERRIES
Report Type: Terminal Market
Aggregate by: Daily
Date(s): 08-Mar-2010 to 12-Mar-2010
Download as: Excel Text XML PDF (adobe reader required)
Printable View (adobe reader required)
Edit Query
Hide Empty Columns:
Location: LOS ANGELES
STRAWBERRIES Package: flats 4 1-lb containers with lids Variety: WITH STEMS
Date Low-High Price Mostly Low-High Price Origin Origin District Item Size Environment Color Unit of Sale Quality Condition Storage Appearar
03/08/2010 22.00 - 26.00 22.00 - 24.00 CALIFORNIA OXNARD DISTRICT CALIFORNIA lge-exlge
03/09/2010 22.00 - 24.00 - CALIFORNIA OXNARD DISTRICT CALIFORNIA lge-exlge
03/10/2010 22.00 - 24.00 - CALIFORNIA OXNARD DISTRICT CALIFORNIA lge-exlge
03/11/2010 18.00 - 22.00 - CALIFORNIA OXNARD DISTRICT CALIFORNIA lge-exlge
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 Appearar
03/08/2010 12.00 - 14.00 - CALIFORNIA SANTA MARIA CALIFORNIA lge FR COND
03/08/2010 16.00 - 20.00 18.00 - 18.00 CALIFORNIA OXNARD DISTRICT CALIFORNIA lge
03/08/2010 14.00 - 16.00 14.00 - 15.00 MEXICO BAJA DISTRICT MEXICO med-lge
03/09/2010 15.00 - 18.00 16.00 - 18.00 CALIFORNIA OXNARD DISTRICT CALIFORNIA lge
03/09/2010 12.00 - 14.00 - CALIFORNIA SANTA MARIA CALIFORNIA lge FR COND


2006 - Precios al mayor para arándanos frescos
Mercado terminal Los Ángeles
$ Por Bandeja
50
45
40
35
30
25
20
15
10
5
0
1 Jan
1 Feb
1 Mar
1 Apr
1 May
1 Jun
1 Jul
1 Aug
1 Sep
1 Oct
1 Nov
1 Dec
Chile
NZ
ARG
MX
CD

Promedio de precios al mayor por arándanos frescos
Mercado Terminal de Los Ángeles 2004 - 2006



Hay que añadir costos de flete, de enfriamiento, y posiblemente otra comisión a estos >> portal de la finca

Fuentes de información

COSTOS

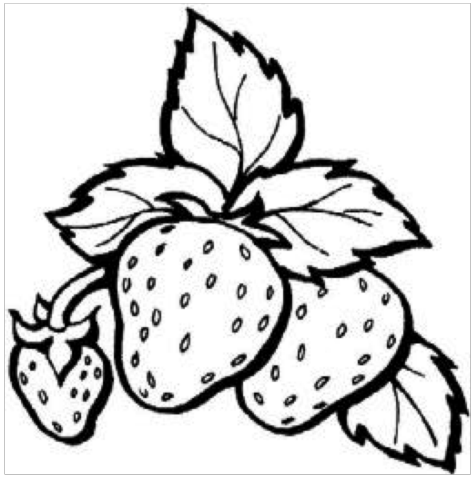
http://coststudies.ucdavis.edu

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

2001

SAMPLE COSTS TO PRODUCE

STRAWBERRIES



SOUTH COAST REGION – SANTA MARIA VALLEY

Santa Barbara County

Prepared by:

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UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

SAMPLE COSTS TO PRODUCE STRAWBERRIES
South Coast Region – Santa Maria Valley - 2001

CONTENTS

Acknowledgements. The authors wish to thank Christopher Winterbottom, Research Director and Luis Guerrero, Research Assistant of the Strawberry Commission for their assistance in gathering data for this study. Also, thank you to the many grower members who provided time, input, cultural and accounting data.

INTRODUCTION

The sample costs to produce strawberries in the South Coast Region – Santa Maria Valley are presented in this study. The study is intended as a guide only, and can be used to make production decisions, determine potential returns, prepare budgets and evaluate production loans. The practices described are based on production procedures considered typical for this crop and area, and will not apply to every situation. Sample costs for labor, materials, equipment and custom services are based on current figures. A blank column, "*Your Costs*", is provided to enter your actual costs on Tables 1 and 2.

The hypothetical farm operation, production practices, overhead, and calculations are described under assumptions. For additional information or explanation of calculations used in the study call the Department of Agricultural and Resource Economics, University of California, Davis, (530) 752-3589 or the UC Cooperative Extension office in your county.

Sample Cost of Production Studies for many commodities from 1931 to current are available and can be requested through the Department of Agricultural Economics, UC Davis, (530) 752-1515. Current studies, those produced during the last five years, can be downloaded from the department website http://coststudies.ucdavis.edu or obtained from selected county UC Cooperative Extension offices.

ASSUMPTIONS

The following assumptions refer to tables 1 to 6 and pertain to sample costs to produce strawberries in the South Coast Region – Santa Maria Valley. Practices described are not recommendations, but represent production procedures considered typical for strawberry production in the South Coast Region – Santa Maria Valley. Some costs and practices may not be applicable to all situations every production year. Cultural practices and costs for strawberry production varies by grower and region, and can be significant. Therefore practices and inputs used in the cost study serve as a guide only. ***The use of trade names 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.***

Farm. The farm consists of 85 contiguous acres of land. Strawberries are being established on 80 acres and five acres are roads, irrigation system and shop/equipment area. The land is divided into 4-20 acres blocks/fields 250 feet long. The grower rents the land and a shop on the site.

Cultural Practices and Material Inputs

Land Preparation. (Tables 1, 3). The grower does a series of operations: disc and ringroll 2X (X equals number of passes over the land), subsoil 2X, disc and ringroll 2X, plow 1X, disc and ringroll 1X, 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. 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. Land preparation costs by a custom operator range from $500 to $650 per acre.

Plant Establishment. (Tables 1, 2, 3). 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 sixty-four inch beds, 14-inch bed height, 4 rows per bed and a 16-inch plant spacing for a total of 25,000 plants per acre. A total of 5% of the plants will be replanted and are included in the plant population. The beds are made the entire length of the adjoining acreage. 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 using a mechanical punch machine. Plants are delivered to the edge of the blocks where planting labor gathers the plants in a bucket and places the strawberry plants in the punched holes.

Fertilization. (Tables 1, 2, 3). A slow release fertilizer, 18-6-8, at 1000 pounds per acre is drilled preplant in the bed using a fertilizer drill with bed shaper. Additionally, growers may also apply liquid fertilizer during the season through the drip lines.

Irrigation. (Tables 1, 2, 3) 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 and drip irrigation. From December through February, the field is drip irrigated as necessary, and

during the harvest season, February through July, every three to four days. Effective rainfall is not taken into account, therefore a total of 28 acre inches including the preplant irrigations is applied.

Pests. (Tables 1, 2, 3). The pesticides and rates mentioned in this cost study are listed in the *UC IPM Pest Management Guidelines, Strawberries*. For more information on other pesticides available, pest identification, monitoring, and management visit the UC IPM website at www.ipm.ucdavis.edu. Inputs cited in this report are not recommendation but are based on participating grower surveys and pesticide use reports. Written recommendations are required for many pesticides and are made by licensed pest control advisors. For information and pesticide use permits, contact the local county Agricultural Commissioner's office.

Fumigation. (Tables 1, 2, 3). The field is bed fumigated using a bed shaper/fumigation/plastic mulch-laying machine. The fumigants Methyl Bromide and Chloropicrin are injected into the beds as the clear plastic mulch is being laid across and down the sides of the bed. Five men including the tractor driver can do approximately 4 acres per 8-hour day. Current regulations have caused growers to do more flat fumigation which cost approximately $1,800 per acre. Flat fumigation is done by custom operators. In addition the grower has a cost for disposing of the plastic fumigation covering. Check with your agricultural commissioner and farm advisor for current regulations.

Weeds. In addition to preplant fumigation, weeds are controlled by hand weeding from November through June. Weeding times vary by grower and month; the study assumes a total of 76 hours per acre distributed over the 8 months.

Diseases. Powdery mildew (*Sphaeotheca macularis*) and Botrytis fruit rot (*Botrytis cinerea*) are the two diseases treated in this study. Treatments are combined with the insect control. Fungicide treatments are made every 12 to 16 days through mid April and every 20 to 25 days thereafter ending in mid June. All treatments are grower applied.

Insects. Two-spotted mite (*Tetranychus urticae*), beet armyworm (*Spodoptera exigua*) and lygus (L*ygus hesperus*) are the main insects controlled. Mites are controlled early in the season with the beneficial insect persimilis (*Phytoseiulus persimilis)* followed by miticide applications. Treatments for insects are combined with the fungicide treatments. The treatments are shown in Table A.

Table A. DISEASE and INSECT MATERIAL APPLICATIONS

DATE	DISEASE		INSECTS		
	Botrytis	Mildew	Mites	Worms	Lygus
Dec				Dipel	
Jan	Captan		Persimilis		
Jan	Captan				
Feb	Captan	Rally	Persimilis		
Feb	Rovral	Benlate			
Mar		Rally	Agrimek		
Mar		Thiolux	Agrimek		
Apr	Rovral	Thiolux			
May	Captan		Danitol		Danitol
Jun		Thiolux	Danitol		Danitol
RATES PER ACRE:					
	Agrimek	16.0 oz	Persimilis	16,000 ea	
	Benlate	1.0 lb	Rally	5.0 oz	
	Captan	4.0 lb	Rovral	1.5 lb	
	Danitol	16.0 oz	Savy	06.0 oz	
	Dipel	01.0 lb	Thiolux	5.0 lb	

Harvest. (Tables 1, 2, 3). The crop is harvested from March through mid-July with peak harvest in May and June. The early harvested strawberries go to fresh market and as other growing areas such as the Central Coast region come in to production, the growers shift to the freezer market. In this study the percent of the crop harvested each month is shown in Table B. Prior to harvest the plastic mulch is cut from the bottom of the furrow bed with tractor and sickle knife to cool down the soil for harvest. Labor with sickles finish cutting and pulling the mulch that is hauled to the dump. During harvest, the grower runs three 30 man crews with a general foreman for crew supervision, one field checker to check field for proper picking, and one picking card puncher per crew to count the boxes picked by each picker. For fresh market the picker pushes a picking cart that holds a fiberboard tray and 12 one-pint containers. The picker picks the ripe strawberries by hand and places them in the container/trays. Depending upon the market other container types such as consumer trays and stems are used, but not included in this study. For the freezer market, the picker places an 18-pound plastic tray on the picking cart. The fresh market trays are purchased by the grower and the plastic freezer trays furnished by the freezer. (See Labor for picking costs). The grower uses two one-ton flatbed trucks that holds two to three pallets of 400 fresh market trays or 180 freezer trays per load. One truck driver delivers the strawberries to the cooler or freezer; one truck loader stacks the boxes on the truck. The truck driver takes about an hour per load to deliver the filled trays and pick up the empty freezer trays. In addition, the grower will have at least one tractor, trailer, and toilet in the field.

Table B. Percent Crop Harvested by Month

	March	April	May	June	July
Fresh %	15	25	20		
Freezer %			10	20	10

Yields. (Tables 2, 6). Strawberry yields are measured in trays per acre for fresh and freezer market. The standard tray is the 12-pint tray that ranges from 10 to 12 pounds per tray. Other types such as consumer packs ranging from 6 pounds to 8 pounds and consumer stem packs are used depending upon the market. The weight used in this study is 12 pounds per tray for fresh market and 18 pounds per tray for freezer strawberries. Freezer trays delivered to the cooler usually weigh 18 to 20 pounds. Total per acre yield in this study is 60,300 pounds rounded to 60% or 36,000 pounds (3,000 trays) delivered to fresh market and 40% or 24,300 pounds (1,350 trays) delivered to the freezer. Average yields per acre for Santa Barbara County are shown in Table C.

Table C. YIELDS and RETURNS[1]

		FRESH			FREEZER			TOTAL	
YEAR	ACRE	lb/acre	[2]tray/acre	$/tray	lb/acre	[3]tray/acre	$/tray	lb/acre	% fresh
96	4,548	29,664	2,472	4.33	17,760	987	3.49	47424	63
97	3,373	36,372	3,031	4.57	23,160	1,287	5.02	59532	61
98	3,281	24,852	2,071	5.58	31,440	1,747	5.84	56292	44
99	3,163	27,720	2,310	6.41	35,520	1,973	5.32	63240	44
00	3,550	31,308	2,609	5.81	27,060	1,503	4.06	58368	54

[1]Ag Commissioner Crop Report-Santa Barbara County [2]12lb [3]18lb

Returns. (Tables 2, 6). Returns vary during the season. Based on market conditions, the grower returns are estimated at $5.80 per 12-pound tray for fresh market and $5.04 per 18-pound tray ($0.28 lb) for freezer market. The estimated return provides a basis for a range of yields and prices shown in Table 6. Average grower returns for the last five years are shown in Table C.

Assessments. (Tables 1, 2, 3). The grower pays 2.5 cents per tray and the processor pays 2.5 cents to the Strawberry Commission for research and marketing.

UC COOPERATIVE EXTENSION

Table 6. RANGING ANALYSIS

SOUTH COAST REGION- Santa Maria Valley 2001

COSTS PER ACRE AT VARYING YIELD TO PRODUCE STRAWBERRIES

	YIELD (trays/acre)						
Fresh Market 12 lb trays:	2,100	2,400	2,700	3,000	3,300	3,600	3,900
Freezer Market 18 lb trays:	945	1,080	1,215	1,350	1,485	1,620	1,755
OPERATING COSTS							
Cultural Cost	6,763	6,763	6,763	6,763	6,763	6,763	6,763
Harvest Cost	9,524	10,882	12,240	13,598	14,956	16,314	17,672
Assessment Cost	83	95	107	118	130	142	154
Interest on operating capital	790	831	871	911	951	991	1,032
TOTAL OPERATING COSTS/acre	17,160	18,570	19,980	21,390	22,800	24,211	25,621
Total Operating Costs/tray	**5.64**	**5.34**	**5.10**	**4.92**	**4.76**	**4.64**	**4.53**
CASH OVERHEAD COSTS	2,014	2,014	2,014	2,014	2,014	2,014	2,014
TOTAL CASH COSTS/acre	19,174	20,585	21,995	23,405	24,815	26,225	27,635
Total Cash Costs/tray	**6.30**	**5.92**	**5.62**	**5.38**	**5.19**	**5.02**	**4.89**
NON-CASH OVERHEAD COSTS	429	429	429	429	429	429	429
TOTAL COSTS/acre	19,603	21,013	22,423	23,833	25,243	26,654	28,064
Total Costs/tray	**6.44**	**6.04**	**5.73**	**5.48**	**5.28**	**5.11**	**4.96**

Cost per tray=total of 12 lb + 18 lb trays

NET RETURNS PER ACRE **ABOVE OPERATING COSTS** FOR STRAWBERRIES

$/tray		YIELD (trays/acre)						
Fresh 12lb:		2,100	2,400	2,700	3,000	3,300	3,600	3,900
	Freezer 18 lb:	945	1,080	1,215	**1,350**	1,485	1,620	1,755
4.06	3.53	-5,298	-5,014	-4,729	-4,445	-4,160	-3,876	-3,591
4.64	4.03	-3,608	-3,082	-2,556	-2,030	-1,504	-978	-452
5.22	4.54	-1,908	-1,139	-370	399	1,167	1,936	2,705
5.80	**5.04**	-217	793	1,803	**2,814**	3,824	4,834	5,845
6.38	5.54	1,473	2,725	3,977	5,229	6,480	7,732	8,984
6.96	6.05	3,173	4,668	6,162	7,657	9,152	10,646	12,141
7.54	6.55	4,864	6,600	8,336	10,072	11,808	13,544	15,281

NET RETURN PER ACRE **ABOVE CASH COST** FOR STRAWBERRIES

$/tray		YIELD (trays/acre)						
Fresh 12lb		2,100	2,400	2,700	**3,000**	3,300	3,600	3,900
	Freezer 18 lb	945	1,080	1,215	**1,350**	1,485	1,620	1,755
4.06	3.53	-7,313	-7,028	-6,744	-6,459	-6,175	-5,890	-5,606
4.64	4.03	-5,622	-5,096	-4,570	-4,044	-3,518	-2,992	-2,466
5.22	4.54	-3,922	-3,153	-2,384	-1,616	-847	-78	691
5.80	**5.04**	-2,232	-1,221	-211	**799**	1,810	2,820	3,830
6.38	5.54	-541	711	1,963	3,214	4,466	5,718	6,970
6.96	6.05	1,159	2,653	4,148	5,643	7,138	8,632	10,127
7.54	6.55	2,849	4,585	6,322	8,058	9,794	11,530	13,266

NET RETURNS PER ACRE **ABOVE TOTAL COST** FOR STRAWBERRIES

$/tray		YIELD (trays/acre)						
Fresh 12lb		2,100	2,400	2,700	**3,000**	3,300	3,600	3,900
	Freezer 18 lb	945	1,080	1,215	**1,350**	1,485	1,620	1,755
4.06	3.53	-7,741	-7,457	-7,172	-6,888	-6,603	-6,319	-6,034
4.64	4.03	-6,051	-5,525	-4,999	-4,473	-3,947	-3,421	-2,895
5.22	4.54	-4,351	-3,582	-2,813	-2,044	-1,276	-507	262
5.80	**5.04**	-2,660	-1,650	-640	**371**	1,381	2,391	3,402
6.38	5.54	-970	282	1,534	2,786	4,037	5,289	6,541
6.96	6.05	730	2,225	3,719	5,214	6,709	8,203	9,698
7.54	6.55	2,421	4,157	5,893	7,629	9,365	11,101	12,838

Resumenes anuales de la USDA- AMS

- Totales de volumen mensual
- Totales de volumen punto de embarque
- Volumen por punto de embarque
- Por internet o papel

http://www.usda.gov/services.html

Crop Profile for Blueberries in Oregon

Prepared February 2000

General Production Information

•Oregon is the United States' third major producer of blueberries.
•Blueberries from Oregon account for 12.4% of the total U.S. crop.
•In Oregon, 2,200–2,500 acres produced 21,000,000–23,000,000 pounds of fruit.
•Total costs for blueberry production in the Willamette Valley are $9,422.48 per acre.
•Oregon markets blueberries fresh (6,500,000–8,000,000 pounds) and processed (14,500,000–15,000,000 pounds).

Production Regions

Most of Oregon's blueberries grow west of the Cascades in the Willamette Valley. In 1997, Linn County had the largest acreage (610 acres) followed by Washington (450 acres), Clackamas (270 acres), and Yamhill (210 acres) Counties. (2)

Cultural Practices

The highbush blueberry is the commercial species that Oregon berry growers rely on. It is a long-lived woody plant that requires adequate moisture and well-drained acid soils. Two-year old plants are generally established at 30 inches to 4 feet in rows 10–12 feet apart. Plants produce a light crop (1.5 tons/acre) the third year after planting. Growers achieve full production 8–10 years (10 or more tons/acre), and plants remain productive for m…

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Información útil para las los productos frescos

Estándares de calidad

- Apariencia y condición
- Industria y USDA - inspección ?

Normas de empaque – tamaño, forma, peso

- Ventas por peso, numero, volumen?
- Caja – muestras
- Asistencia con diseño de la marca

Requerimientos en el manejo poscosecha? normas ?

- Transporte – mezclados VS enteros?
- Pre – enfriamiento, almacenaje?

Herramientas en el proceso de revisión de opciones

- *Decisiones generales?*
- *Recursos?*
- *Fuentes de información para tomar decisiones*

Estrategias, Herramientas, y Recursos para la Selección y la Diversificación de Cultivos

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HEALTHY FOOD SYSTEMS

University of California
Agriculture and Natural Resources

Making a Difference for California