

# *Economics of Hand and Mechanical Harvest of New “Crispy” Flesh Cultivars from Florida*

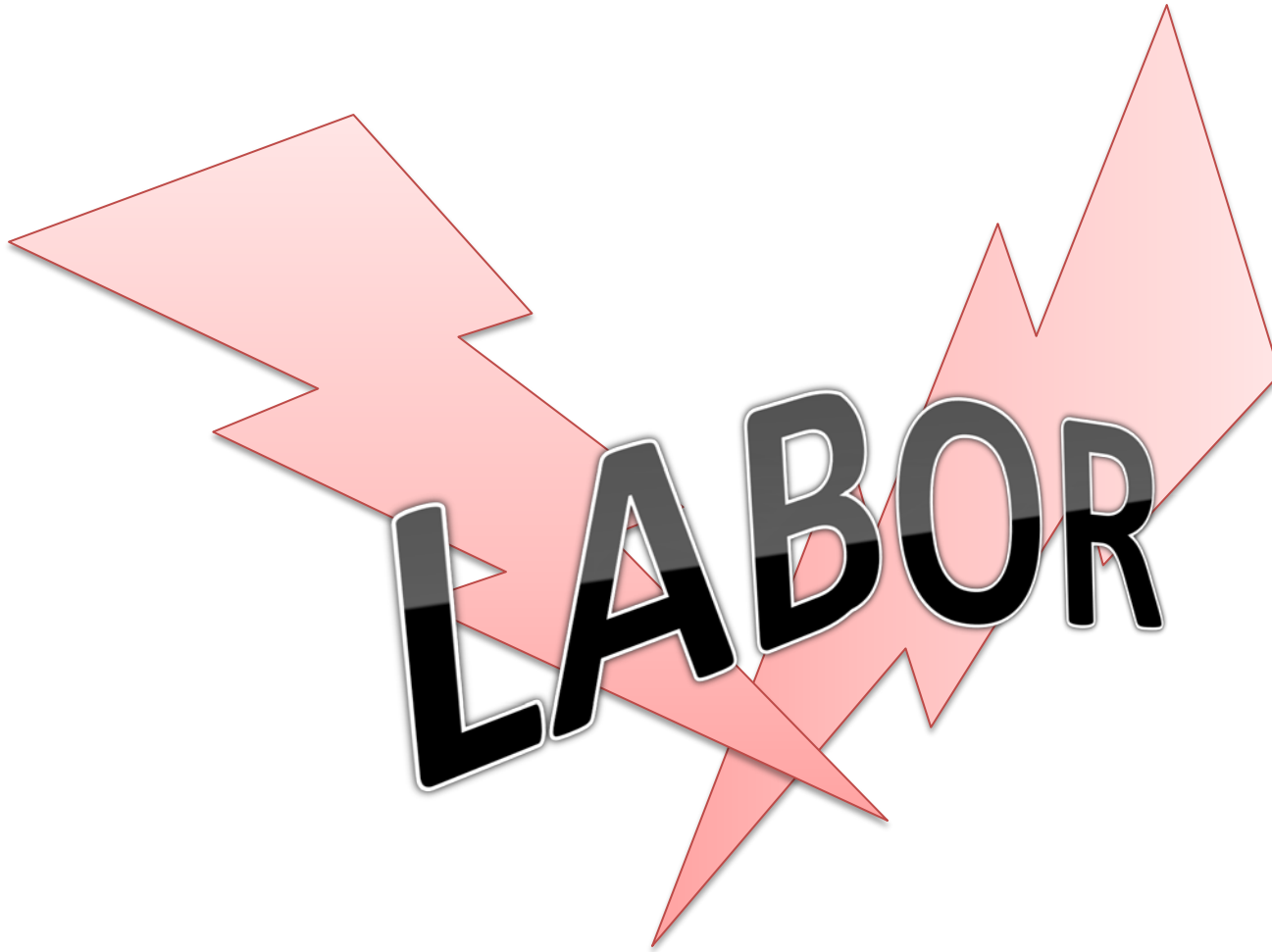
2011 Blueberry Educational Session, Savannah, GA  
7 Jan 2011

Kim Morgan, Jim Olmstead, Jeff Williamson, Gerard  
Krewer, Fumi Takeda, Dan MacLean, Rob Shewfelt,  
Charlie Li, Anish Malladi & Paul Lyrene



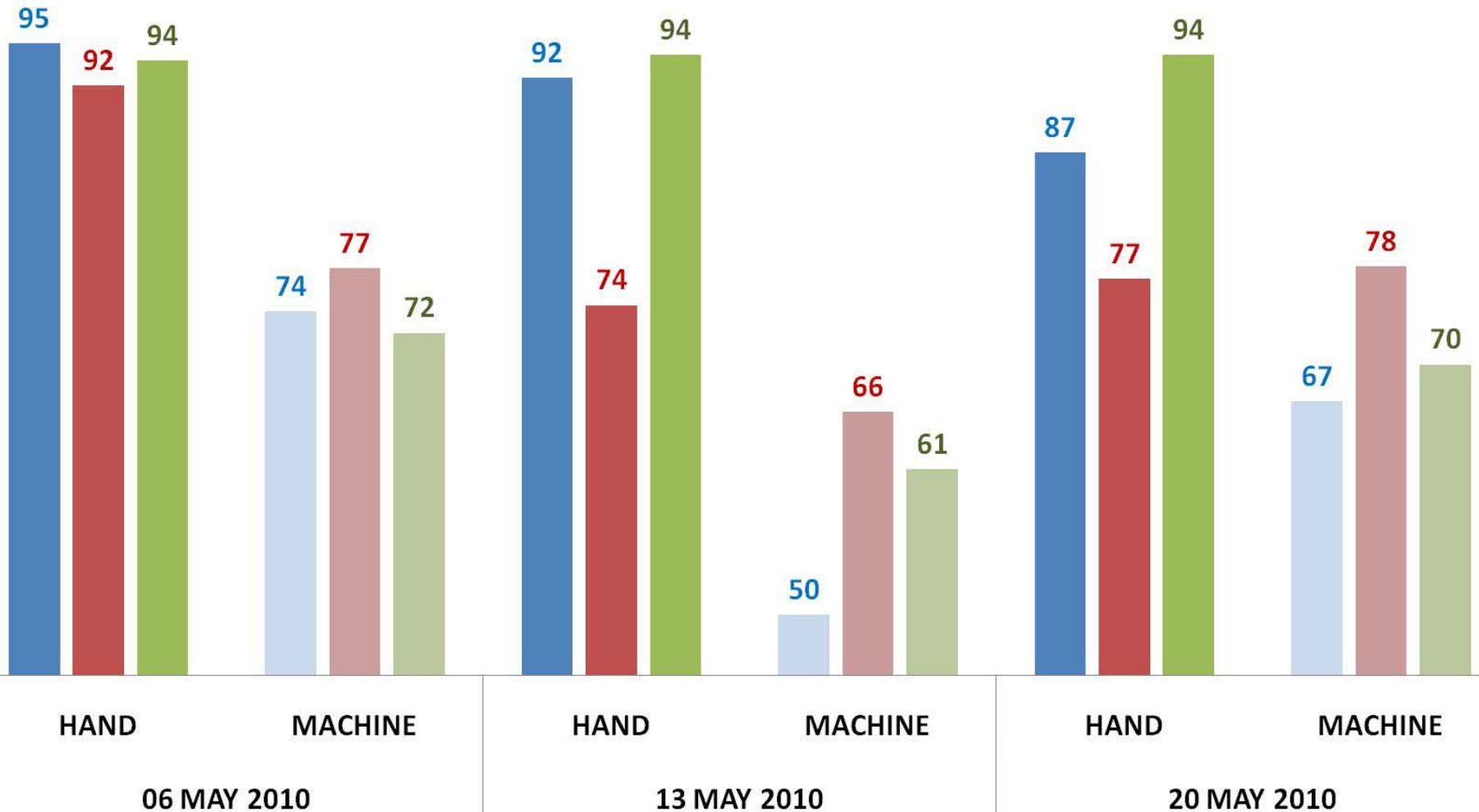
This project was supported by the Specialty Crop Research  
Initiative Competitive Grant # 2008-51180-19579 from the  
USDA National Institute of Food and Agriculture

# 2010 FIELD TRIALS – PROBLEM?!



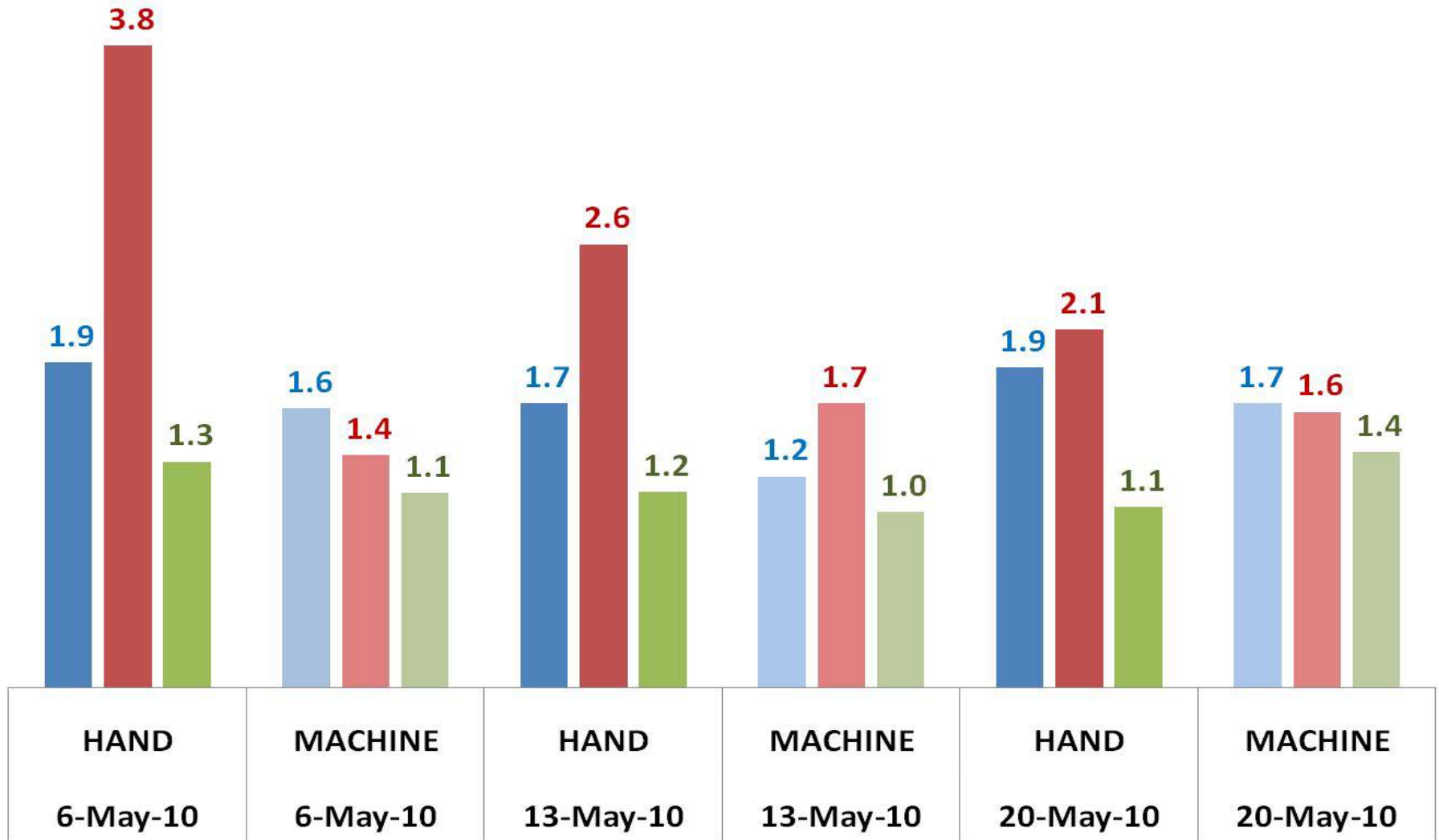
# EFFECT OF HARVEST TYPE ON PERCENT PACKOUT ON THREE HARVEST DATES

■ FARTHING ■ MEADOWLARK ■ SWEETCRISP

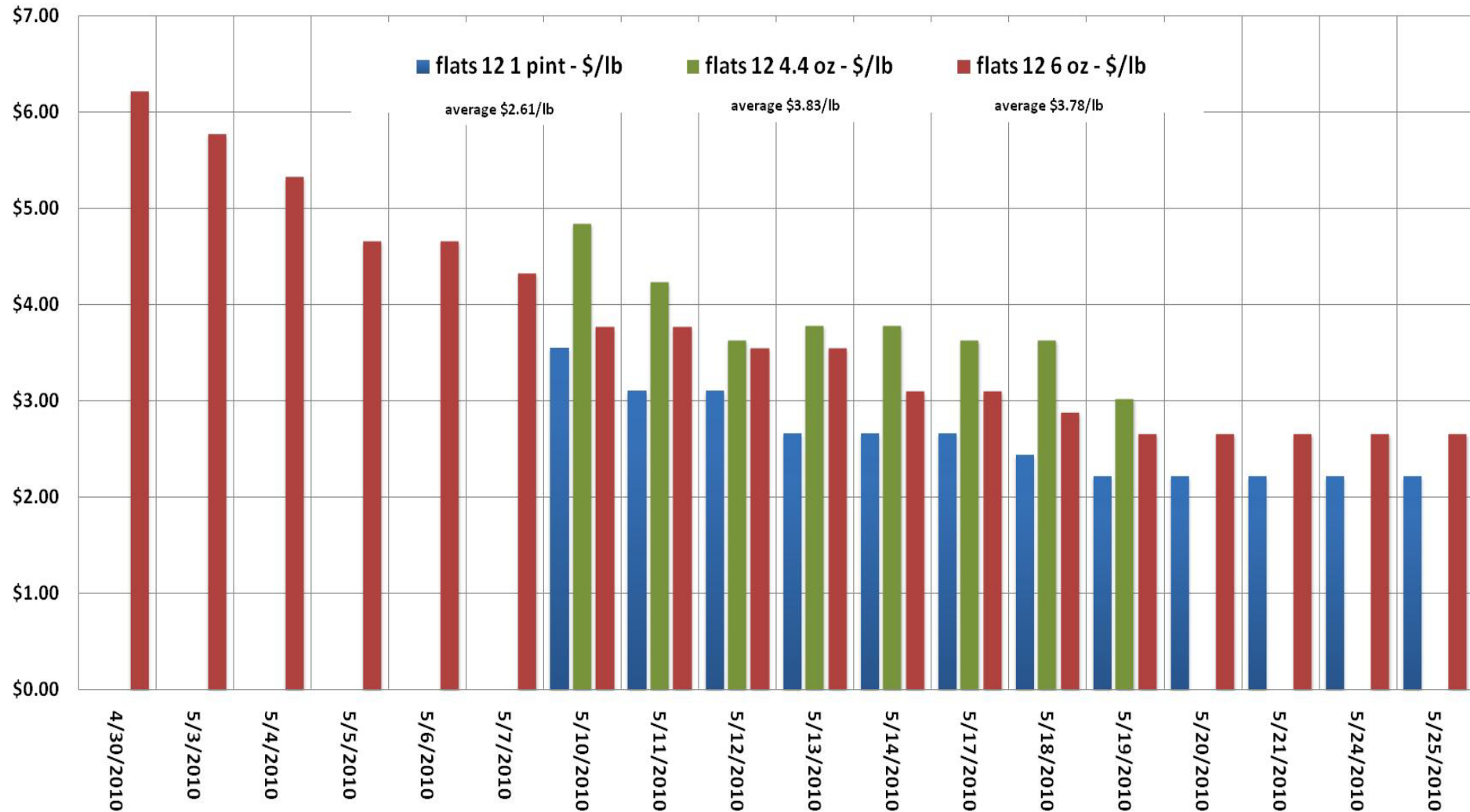


# EFFECT OF HARVEST TYPE ON THE YIELD OF THREE CULTIVARS BY HARVEST DATE

**FARTHING**    **MEADOWLARK**    **SWEETCRISP**



# NASS SHIPPING POINT PRICES, CENTRAL & NORTH FL, BY CONTAINER TYPE, APRIL 29 – MAY 25, 2010

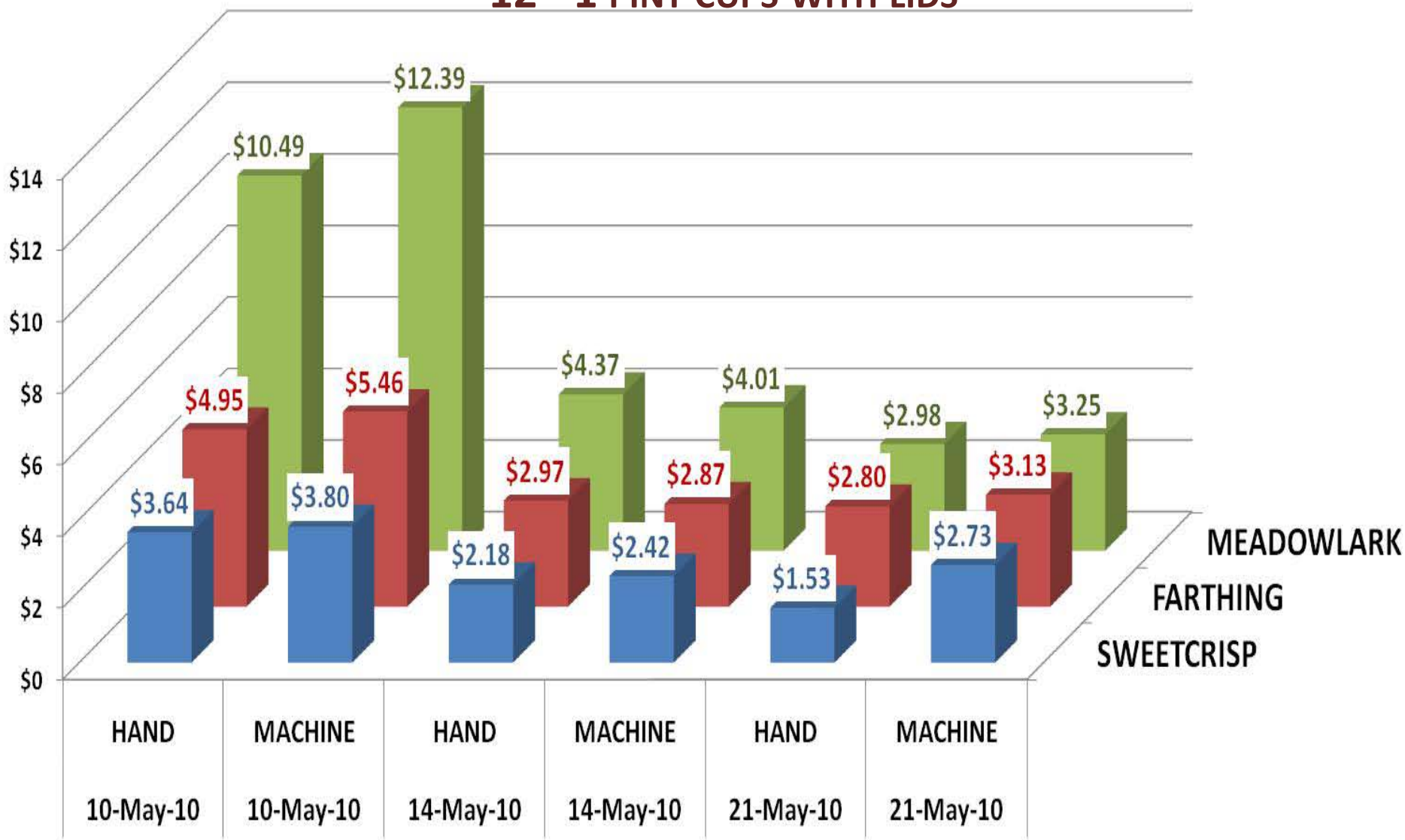


# 2010 FIELD TRIAL - ASSUMPTIONS

- Actual field harvest weights under commercial conditions for three crispy cultivars
- Hand-picked all trial bushes first time, then hand versus machine for 2, 3 and 4<sup>th</sup> trials
- Harvest costs \$0.72/lb hand-pick or \$0.18/lb custom mechanical harvest
- Net return (\$/bush) = (yield kg/bush    pack-out %    price \$/kg) – (yield kg/bush    \$/kg harvest costs)

*NOTE: ONLY LABOR/MACHINE COSTS included in harvest costs, need to subtract your production costs to arrive at actual net return!*

# NET RETURN(\$/BUSH), BY VARIETY, BY HARVEST TYPE, BY HARVEST TRIAL, FLAT OF 12 - 1 PINT CUPS WITH LIDS



# 2010 FIELD TRIAL – WHAT IFS?!

## COMMERCIAL YIELDS (LBS/ACRE)

	2,000	4,000	6,000	8,000	10,000	12,000
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(1500 BUSHES/ACRE)

## NET RETURNS/ACRE (MACHINE COSTS ONLY) @ \$2.61/LB FOR 1 PINT CONTAINERS

\$/lb MACHINE

<b>\$0.10</b>	\$5,020	\$10,040	\$15,060	\$20,080	\$25,100	\$30,120
<b>\$0.14</b>	\$4,940	\$9,880	\$14,820	\$19,760	\$24,700	\$29,640
<b>\$0.18</b>	\$4,860	\$9,720	\$14,580	\$19,440	\$24,300	\$29,160
<b>\$0.22</b>	\$4,780	\$9,560	\$14,340	\$19,120	\$23,900	\$28,680
<b>\$0.26</b>	\$4,700	\$9,400	\$14,100	\$18,800	\$23,500	\$28,200
<b>\$0.30</b>	\$4,620	\$9,240	\$13,860	\$18,480	\$23,100	\$27,720



# 2010 FIELD TRIAL – WHAT IF?!

## COMMERCIAL YIELDS (LBS/ACRE)

	2,000	4,000	6,000	8,000	10,000	12,000
	(1500 BUSHES/ACRE)					
\$/lb HAND	NET RETURNS/ACRE (HANDPICK COSTS ONLY) @ \$2.61/LB FOR 1 PINT CONTAINERS					
\$0.60	\$4,020	\$8,040	\$12,060	\$16,080	\$20,100	\$24,120
\$0.65	\$3,920	\$7,840	\$11,760	\$15,680	\$19,600	\$23,520
\$0.70	\$3,820	\$7,640	\$11,460	\$15,280	\$19,100	\$22,920
\$0.75	\$3,720	\$7,440	\$11,160	\$14,880	\$18,600	\$22,320
\$0.80	\$3,620	\$7,240	\$10,860	\$14,480	\$18,100	\$21,720
\$0.85	\$3,520	\$7,040	\$10,560	\$14,080	\$17,600	\$21,120

**BLUEBERRY**

**2010**

**FRUIT AND NUT**

**PLANNING BUDGETS**

[\*\*www.agecon.msstate.edu/what/farm/\*\*](http://www.agecon.msstate.edu/what/farm/)

Mississippi State University  
Department of Agricultural Economics  
Budget Report 2010-02

June 2010

# PROJECT LINKS

## Marketing Opportunities & Alternative Production Methods To Enhance Prosperity For Small-Medium Sized SE Blueberry Farms

- determine factors that influence blueberry consumption
- determine consumer willingness to pay a premium for organic blueberries



This project was supported by the Agriculture and Food  
Research Initiative Competitive Grant # 2009-55618-05077  
from the USDA National Institute of Food and Agriculture

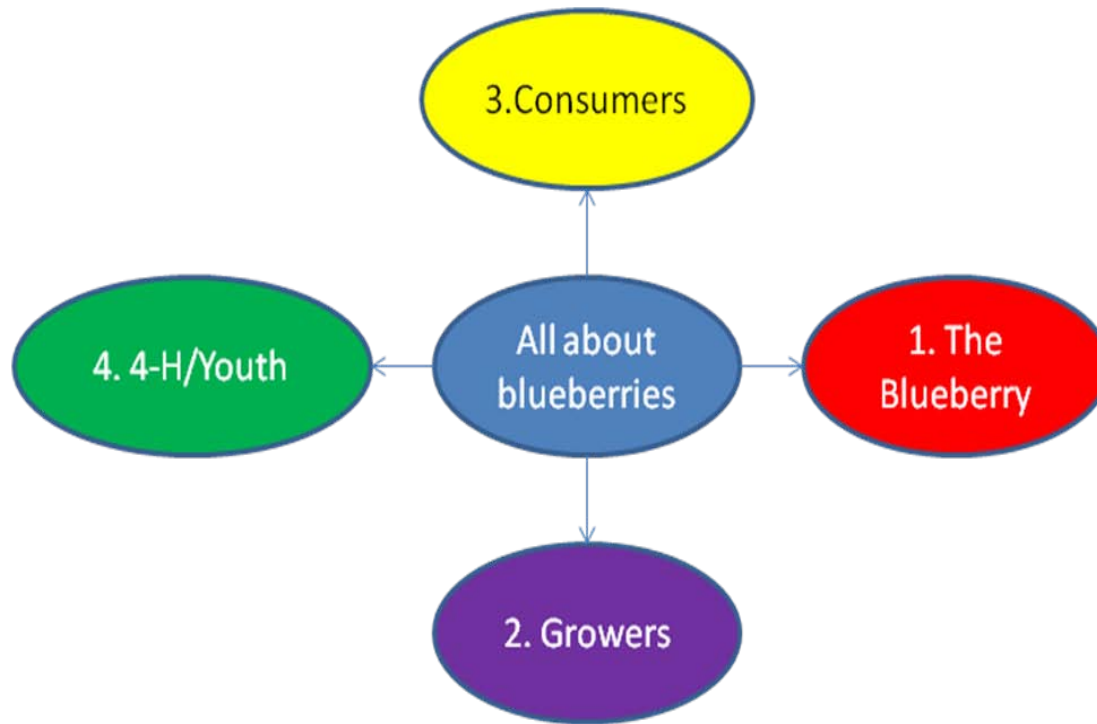
# CONSUMER FOCUS GROUPS

Consumer purchasing influencers:

- **EAT MORE??** – Try to grow my own; Indoor or patio plant; Bigger packages; Offer in-store samples; Place in pre-packaged, pre-washed containers; Hand-select in-store
- **DOES LABEL MATTER?** – U.S. country of origin; Organic; Pesticide regulation; No additives or preservatives; Smaller labels (so THEY can assess fruit quality)
- **“A BLUEBERRY IS...”** – Willy Wonka; Juicy; Muffins; Fresh; Good for heart; Stain my teeth; Grandma’s cobbler; Pancakes; Memories of picking

# PROJECT LINKS

## All about Blueberries eXtension Community of Practice



This project was supported by the Specialty Crop Research Initiative Competitive Grant # 2009-51181-06093 from the USDA National Institute of Food and Agriculture

# ALL ABOUT BLUEBERRIES CoP LAUNCHED!



## All About Blueberries Community of Practice

The national blueberry resource team known as All About Blueberries began collaborative work to grow the Cooperative Extension System's best information to provide traditional and expanding clientele a source of reliable and up-to-date information on the best researched-based blueberry production knowledge combined with dietary and nutritional information.

### Who Are These Experts?

The All About Blueberries Community of Practice (CoP) is comprised of experts from across the southern United States including teaching and research faculty at land grant universities, county agents, blueberry producers, master gardeners, USDA-ARS officials, and others involved in the production and economic development of the blueberry industry. This Community of Practice will use novel, diverse educational methods to help increase blueberry production efficiency and correspondingly increase consumption of blueberries in the southeastern United States. Over time, this CoP will be expanded to include grower support materials for blueberry growers throughout the United States.

[Contact our Topic Leader Experts](#)

### What Can Be Found?

**Answers to Questions:** Search frequently asked questions (FAQs) to find simple, clear,

Learning Lessons

Search

Have a question?  
Try asking one of  
our Experts

Print

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This resource area was created by the: All  
About Blueberries community



Resource Area Feeds

All new content

Source Area

Production

Diseases

Health Benefits

Canning, Freezing, Storing

Recipes

Blueberry Youth Topics

Glossary Terms

Blueberry Learning Lessons

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***SURVEY SAYS.....***



***FEBRUARY 2011!!!***

# QUESTIONS?

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