

SUMMER-PLANTED EASTERN STRAWBERRY VARIETIES PLASTICULTURE
PICK-YOUR-OWN STRAWBERRIES

A-LAND

EXPECTED INCOME **

	PRICE/QUART		
	\$1.25	\$1.50	\$1.75
QUANTITY (QUART)			
9000	\$11,250	\$13,500	\$15,750
12000	\$15,000	\$18,000	\$21,000
15000	\$18,750	\$22,500	\$26,250

MANAGEMENT INFORMATION **

Stay off poorly drained soils. Sheltered sites require less winter protection. Both overhead sprinkler and trickle irrigation essential: sprinklers for frost protection and drip for applying water for growth under mulch film, and for weekly spring fertigation for sufficient berry size on double-rowed, strip-fumigation plasticulture. Plug plants, 15,000 per acre, 14" apart in row (2) x 5' centers. Fine tune planting date (late July to mid-August) depending on area to achieve 6-branch crowns maximum per plant. Too many branch crowns cause overfruiting with small berries. Whitewash mulch surface before planting with latex interior or exterior house paint. Dilution 1:3. Overplanting can produce a glut of berries in your market area, resulting in overripe, rotting, unpicked berries. Year-round intensive management is critical for a successful operation.

VARIABLE COSTS:	UNITS	QUANTITY	PRICE	COSTS
RYE GRASS COVER CROP	BU	2	\$9.00	\$18.00
PLANTS: LATE STAR	EA	15000	\$0.15/PLUG	\$2,250.00
USE PLUG PLANTS				
FERTILIZER: N	LB	60	\$0.28/LB	\$16.80
P	LB	120	\$0.25/LB	\$30.00
K	LB	120	\$0.14/LB	\$16.80
Soluble N, spring fertigation, 12 WKS	LB	40	\$0.75/LB	\$30.00
LIME	TONS	1	\$20.00/TON	\$20.00
PEST CONTROL:				
Custom fumigation (beds shaped, fertilizer & mulch film applied, applies fumigant, trickle tubing laid)	AC	1	\$1,000	\$1,000.00
Plastic mulch (4 1/2' x 2400')	ROLL	4	\$70.00	\$280.00
MB 67-33 fumigant (200-LB cylinder)	CYL	1	\$250 EA	\$250.00
SPRAY MATERIALS:				
Plastic greenhouse latex shading paint	GAL	2	\$5.00	\$10.00
Poast (to kill cover crop)	QT	1	\$18.51/QT	\$18.51
Crop oil	QT	1	\$4.07	\$4.07
PICKING: TAKE-HOME CONTAINERS (4-QT cardboard box)	EA	3000	\$0.35/EA	\$1,050.00
IRRIGATION: (INCLUDES ROW TUBING AND DEPRECIATION)				
Drip system (see budget #45)	ACRE	\$2,294	26.32%	\$603.78
Solid-set sprinkler system (see budget #44)	ACRE	\$3,324	26.32%	\$874.88 (*)
MACHINERY & EQUIP. (Fuel, oil, repairs)	\$\$	\$209.52	\$1.00	\$209.52 (*)
Operating interest (on above costs except *)	\$\$	\$4,136	6.00%	\$248.14 (*)
			OPERATING COSTS	\$6,930.50
			OUT-OF-POCKET COST PER QUART **	\$0.58
FIXED COST: LABOR	HRS	405	\$7.00	\$2,835.00
TOTAL FIXED MACHINE COSTS	\$\$	\$302.81	\$1.00	\$302.81
TOTAL FIXED IRRIGATION COSTS (DEP., INT., INS., & TAXES)	\$\$	\$6,000	10.00%	600.00
LAND CHARGE	\$\$	\$800.00	6.00%	\$48.00
			TOTAL COSTS	\$10,116.30
			TOTAL COSTS PER QUART **	\$0.84

** Based on 12,000-quart production. Various costs of production are listed on the next page.

EASTERN (continued)

PICK-YOUR-OWN STRAWBERRIES
EASTERN PLASTICULTURE SYSTEM

LABOR REQUIRED HOURS/SEASON EXPECTED COSTS AT VARIOUS LEVELS OF PRODUCTION (**)

	HOURS/SEASON	PRODUCTION LEVEL PER UNIT			
		9000	12000	15000	
DEC.	5				
J-F	10				
MARCH 1-15	10				
MARCH 15-31	5				
APRIL 1-15	5				
APRIL 16-30	5				
MAY 1-15	25	OUT-OF-POCKET COSTS	\$0.77	\$0.58	\$0.46
MAY 16-31	25				
JUNE 1-15	25	TOTAL COSTS	\$1.04	\$0.84	\$0.72
JUNE 16-30	25				
JULY-AUG.	250	**Cost considers changes in harvest labor, box and marketing costs.			
SEPT. 1-15	5				
SEPT. 16-30	5				
OCT. - NOV.	5				
TOTAL	405 HOURS				

MACHINE USED:	OPERATING COSTS			FIXED COSTS	
	Hours Used	Per Hour	Total	Per Hour	Total
40 HP tractor and fertilizer spreader	0.2	\$3.18	\$0.64	\$4.61	\$0.92
40 HP tractor and water-wheel planter	50	\$3.81	\$190.50	4.78	\$239.00
40 HP tractor and sprayer	3	\$4.01	\$12.03	\$10.43	\$31.29
40 HP tractor and cultivator	0.5	\$3.12	\$1.56	\$4.45	\$2.23
Mist blower	4	\$0.75	\$3.00	\$6.65	\$26.60
40 HP tractor and rotary mower	0.5	\$3.58	\$1.79	\$5.54	\$2.77
TOTALS	58.2		\$209.52		\$302.81

TOTAL MACHINE COSTS \$512.32