

Costs and Returns of Growing Second Year Strawberries

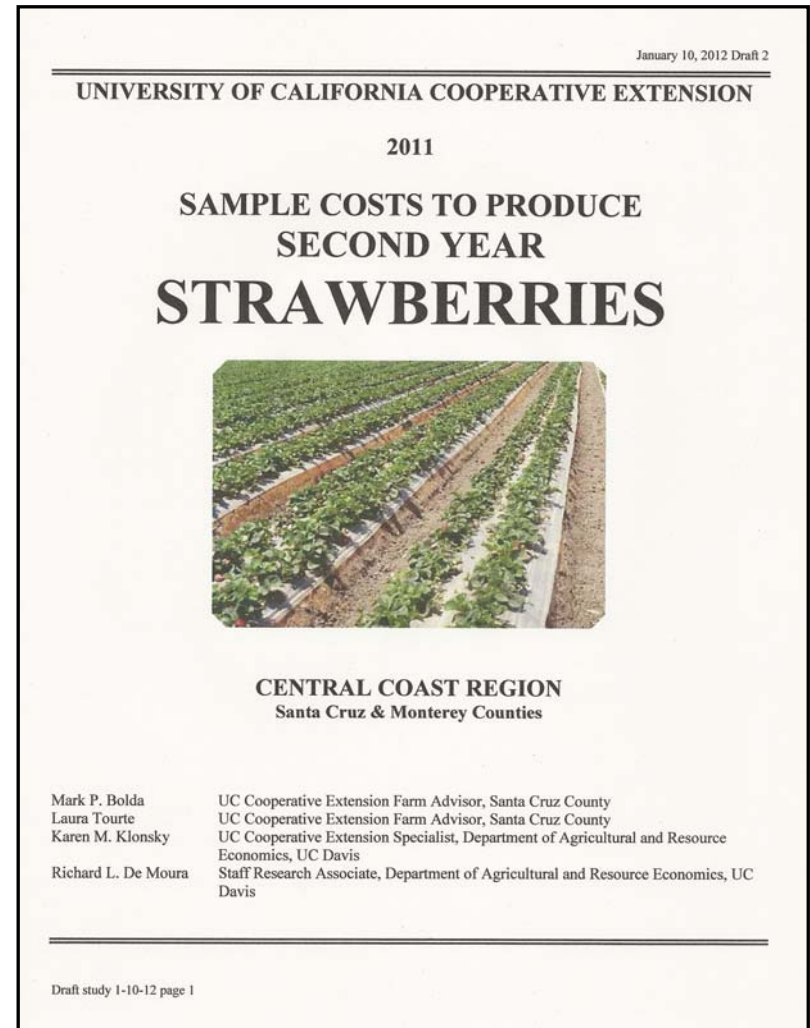


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Santa Cruz County**

***Annual Strawberry Meeting
February, 2, 2012***

Second Year Strawberry Production Summary

- **Second year land renovation and maintenance**
- **Replants**
- **Fertility**
- **Irrigation**



Renovation / Maintenance



Pest Management

- Disease
- No mites
- No thrips
- Whitefly/ aphids
- Worms
- Lygus



Harvest and Yields

Percent by weight harvested per month							
	Mar	Apr	May	Jun	July	Aug	Sept
Fresh	5	10	10	15	5	5	5
Freezer		5	10	10	10	5	5

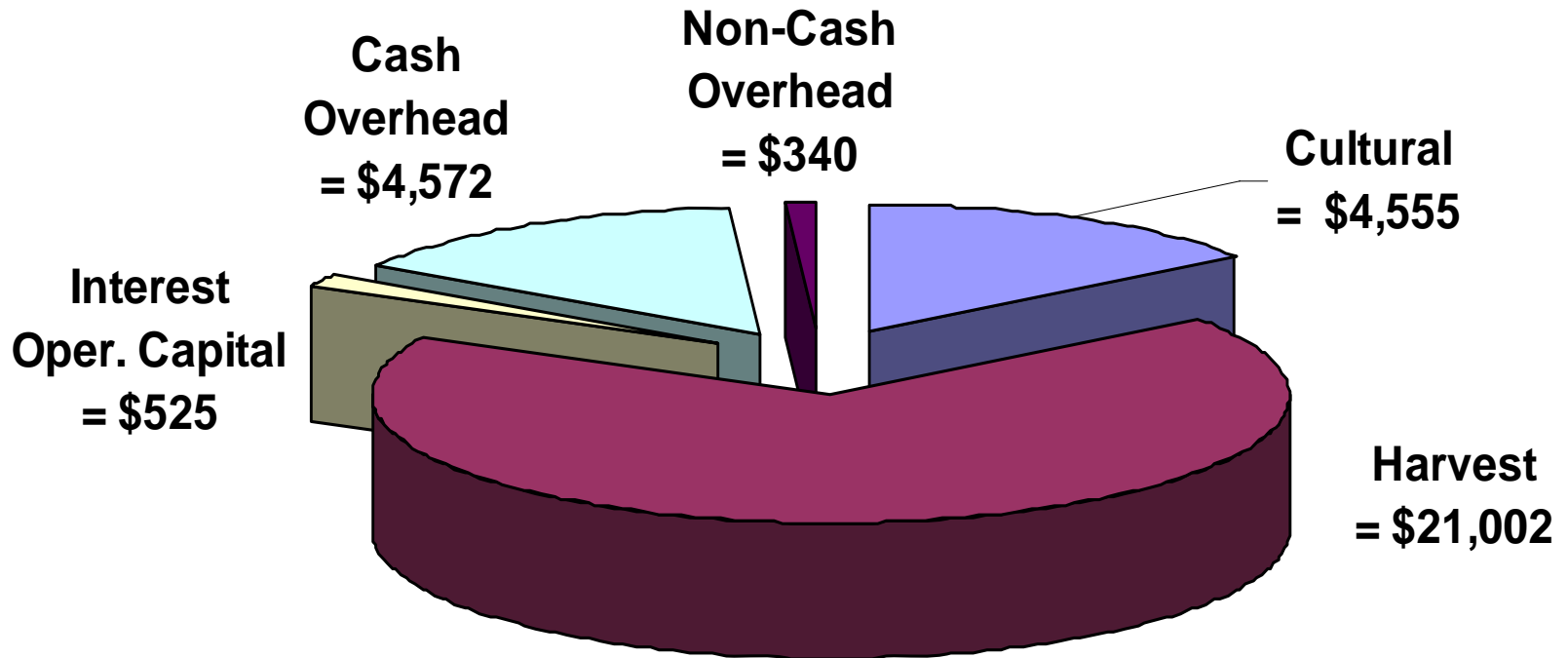
**Assumption in study:
Fresh Market = 55% of Total Yield
Freezer Market = 45% of Total Yield**

General Assumptions for Production Costs

<i>Category</i>	<i>Assumptions</i>	<i>Notes</i>
Prod. acres	45	20 acres 2 nd year
Land rent/acre	\$2,700	Per acre per year
Water use/acre	27 acre-inches (drip)	3+24 total per year
Labor/hour	\$14.52 – machine \$11.88 – general	Includes overhead of 32%
Yield/acre*	2,750 trays – fresh 22,500 lb – freezer	10 lb tray – fresh 19 lb tray – freezer
Price/tray*	\$8.30	10 lb tray – fresh
Price/lb	\$0.32	19 lb tray – freezer
*	Yield and price	Ranges in study

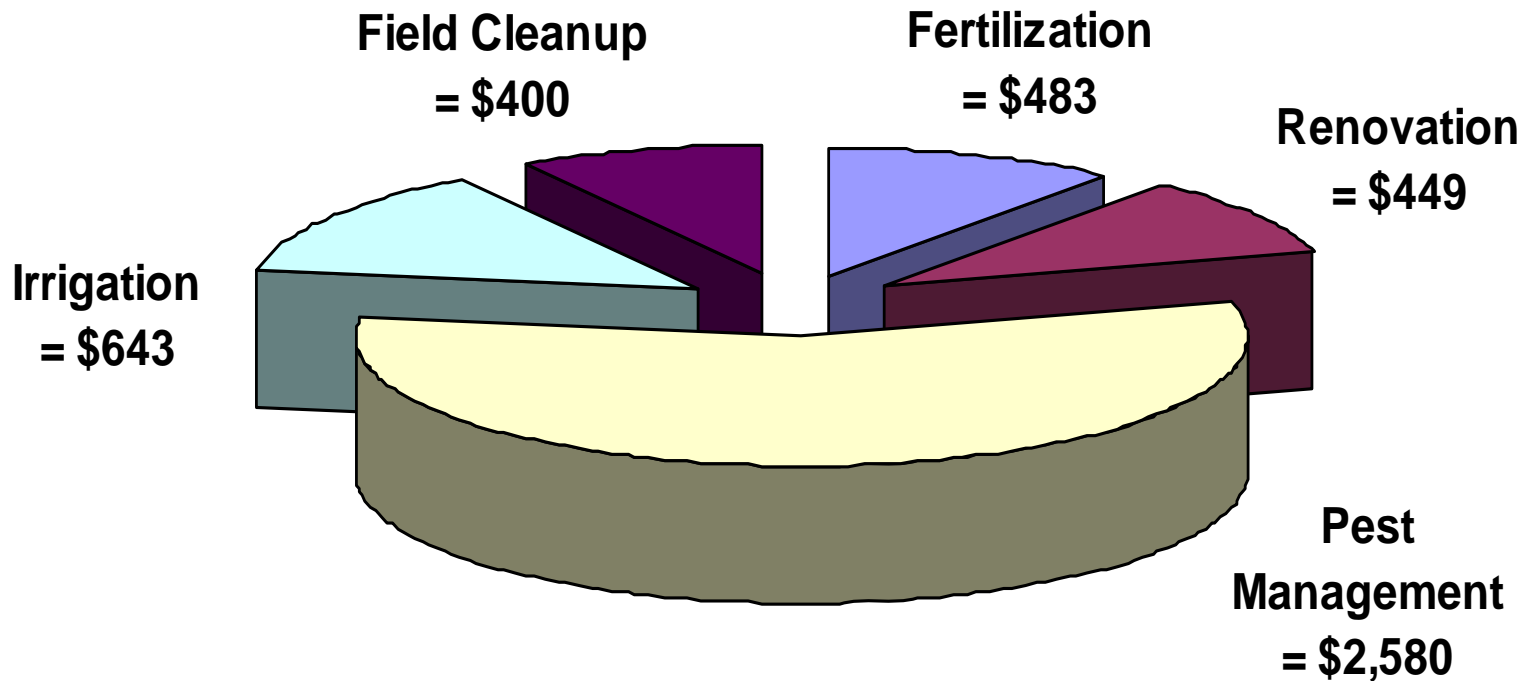
Central Coast Second Year Strawberries

Production Costs - Preliminary Total Per Acre = \$30,994



Central Coast Second Year Strawberries

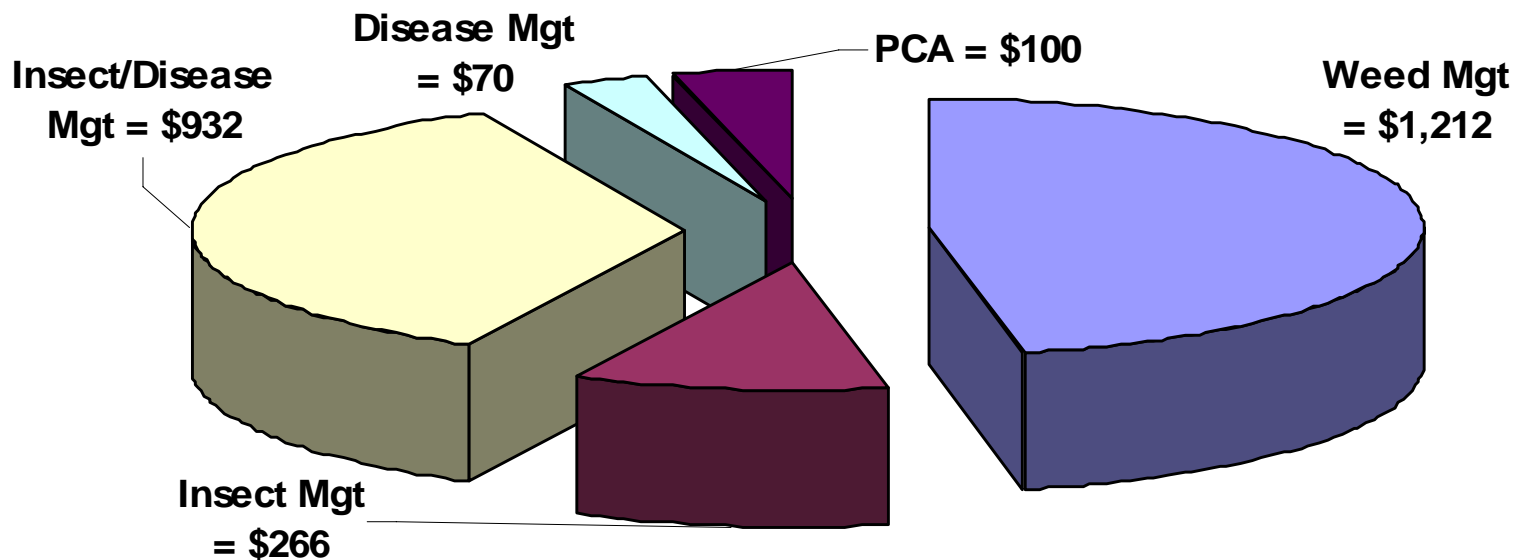
Cultural Costs - Preliminary
Total Per Acre = \$4,555



Central Coast Second Year Strawberries

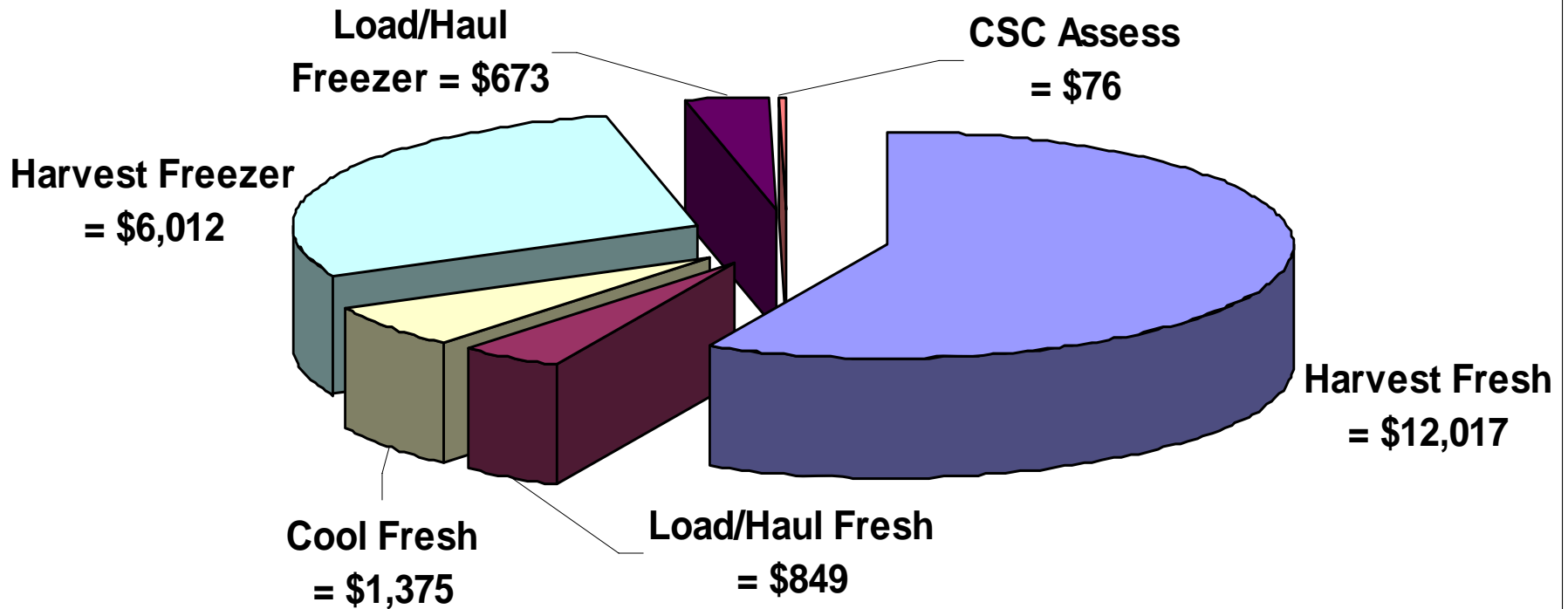
Pest Management Costs - Preliminary

Total Per Acre = \$2,580



Central Coast Second Year Strawberries

Harvest Costs - Preliminary
Total Per Acre = \$21,002



Net Returns Above Total Costs*

Preliminary

		<i>Yield/acre</i>	
<i>Price</i> <i>\$/tray - \$/lb</i>	<i>2,200 trays</i> <i>18,000 lbs</i>	<i>2,750 trays</i> <i>22,500 lbs</i>	<i>3,300 trays</i> <i>27,000 lbs</i>
<i>\$6.30 - \$0.32</i>	<i>- \$5,782</i>	<i>- \$5,065</i>	<i>- \$4,349</i>
<i>\$8.30 - \$0.32</i>	<i>- \$1,382</i>	<i>\$435</i>	<i>\$2,251</i>
<i>\$10.30 - \$0.32</i>	<i>\$3,018</i>	<i>\$5,935</i>	<i>\$8,851</i>

**** Study has ranging analysis with more detail***

Central Coast Second Year Strawberries Research/Study Questions

- **What is the 'best percentage split' for harvest of fresh market versus freezer fruit for second year strawberries?**
- **Is 110 lbs of N per acre sufficient for second year strawberry production (versus 180-200 lbs N in first year strawberry production)?**
- **How do populations for lygus and other pests impact second year strawberry production? Neighboring first year production?**

***Second Year Strawberry
Cost & Return Study
will be available soon***

***Other studies available at:
<http://coststudies.ucdavis.edu>***

Questions? Comments?

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