



Focus on High Value \$\$\$ Crops

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Where to Start?

- How much do you need to make?
- How much growing space do you have?
- What tools & equipment do you have?
- Who are you marketing to?
- What can you sell?
- What do you enjoy growing?



Disclaimer



\$\$\$\$ per square foot per
growing week

How much \$\$\$ can I make???

Total bed square feet X net price

Total # of weeks in the ground



Heirloom Tomatoes

- Plenty of fertilizer – long term
- Consistent watering
- Trellising & pruning
- People to harvest!
- Lots of variety
- Seeding schedule
 - March 1st for high tunnel transplants
 - April 1st for outside transplants
- **Post harvest handling**



Heirloom Tomatoes

How much \$\$\$ can I make???

Total bed square feet X net price

Total # of weeks in the ground

190 plants per bed (3'x190'), average 25lbs. per plant

Sold at \$4.50/lb. = \$21,375

\$21,375 ÷ 570 sq.ft. = \$37.50 per week (25 weeks)



Cherry Tomatoes

- Plenty of fertilizer – long season crop
- Consistent watering
- High tunnel production only
- Air circulation is critical
- Trellising & pruning
- Harvest time!!!!
- Variety selection
- Seeding schedule
 - March 1st for high tunnel transplants
 - April 1st for 2nd planting of outside transplants



Peppers

- Soil tests are critical!
- Plenty of fertilizer – long term
- Poor root system
- Trellising
- Consistent watering
- Caterpillar tunnel @ 30% shade
- Lots of variety!
- Don't plant too early
- Seeding schedule – 2nd week of March



Peppers

How much \$\$\$ can I make???

Total bed square feet X net price

Total # of weeks in the ground

190 plants per bed, average 5lbs. per plant

950lbs. Sold at \$6/lb. = \$5,700

\$5,700 ÷ 570 sq.ft. = \$10 per week (25 weeks)

(Tomatoes) 25 weeks = \$37.50 per week



Head Lettuce

- Variety selection
 - Panisse, Rouxai, Cuervo, Skyphos, Muir, Magenta, Nevada, Salvius
 - Always trialing new varieties
- 1 head per square foot
- Consistent & regular watering
- Post harvest handling
- Seeding schedule
 - Every 2 weeks March thru early October
 - Big planting mid October



Head Lettuce

How much \$\$\$ can I make ???

570 sq. ft.

\$2,394

Total bed square feet X net price

Total # of weeks in the ground

8 weeks

570 heads per bed (1 head per sq. ft.)

456 (80% @ \$4.50/head) – Retail = \$2,052

114 (20% @ \$3/head) – Wholesale = \$342

TOTAL \$2,394 ÷ 8 = \$299/week



Quick Cut Greens

Arugula & Spicy Greens Mix & Quick Cut Lettuces

- Soil tests every year!
- Ground preparation is critical (no weeds)
- Seeding tools
- Harvesting tools
- Post harvest handling
- Seeding schedule
 - every 10 – 12 days from March – end of April
 - every 16 – 18 days April thru early June
 - every 10 – 12 days September & October
 - last seeding 2nd week of November



Quick Cut Greens

Arugula & Spicy Greens Mix & Quick Cut Lettuces

How much \$\$\$ can I make ???

$\frac{570 \text{ sq. ft.} \times \$44,171}{\text{Total bed square feet X net price}}$

Total # of weeks in the ground

5 weeks

(3 oz. per sq. ft.) = 3,807 lbs./bed

2,665 (70% @ \$12/lb.) – Retail = \$31,979

1142 (30% @ \$10/lb.) – Wholesale = \$11,420

TOTAL \$43,399 ÷ 5 = \$8,680/week

(Tomatoes) 25 weeks = \$37.50 per week



Radishes

- Spring vs. fall
- Lots of variety
- BIG piles!
- Consistent watering
- GREAT inter-seeded crop
- Seeding schedule
 - Every other week March thru 2nd week of May



Ginger

- Only under plastic!
- 30% shade
- Lots of fertilizer!
- Consistent & lots of watering
- LONG season crop
- Very market dependent
- Mid- September thru early November harvest window



Flowers

- Very market dependent!
- High \$\$\$ per square foot ratio
- Whole new set of rules!!!
- HEAT vs. no heat???
- Nutrient hogs
- Trellising required
- Variety selection
- Organic certifier dependent
- Seeding schedule just as rigorous as vegetables



\$\$\$ per square foot per
growing week

How much \$\$\$ can I make???

Total bed square feet X net price

Total # of weeks in the ground

Questions???



RELATIONSHIPS

- Most important crop of all!!!





Radical
Radishes
\$3/lb

X MORE
ACCEPTED
Products Only

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