

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



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HEALTHY FOOD SYSTEMS

*Un proceso de revisión de opciones*

- *Decisiones generales*  
*tiempo disponible*  
*producción y mercadeo*
- *Recursos?*  
*financiamiento*  
*agua? - tierra?*  
*- mano de obra*  
*- infraestructura*



## *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?  
Quiénes son sus fuentes de producto ahora?*
- *Tratamiento especial 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](http://www.usda.gov/services)

## *Fuentes de información*

### *PRECIOS*

[www.marketnews.usda.gov](http://www.marketnews.usda.gov)



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Agricultural Marketing Service

FRUIT & VEGETABLE MARKET NEWS

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Browse by Commodity  
Fruits  
Onions & Potatoes  
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  
Tip 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 registered 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

AMS Links  
Grading and Quality  
PACA  
Marketing Orders  
Research/Promotion  
Commodity Procurement Program  
FV 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

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'

USDA-NOAA Agricultural Weather Information

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Fruits  
Onions & Potatoes  
Vegetables  
Herbs  
Nuts  
Ornamentals  
Honey

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Terminal Market  
Shipping Point  
Movement  
Truck Rate  
Custom Reports  
Run a custom report  
Tools  
Metric Conversion Tool  
Currency Conversion Tool  
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Terminal Market

U.S. Domestic Terminal Market

Guadalajara, Mexico  
New Spittalfields, UK  
Toronto, ON, Canada

Hamburg, Germany  
Paris, France  
Varna, Bulgaria

Mexico City, Mexico  
Plovdiv, Bulgaria  
Warsaw, Poland

Monterrey, Mexico  
Poznan, Poland

Montreal, Que, Canada  
Rotterdam, The Netherlands

All Fruits & Vegetables  
Only Fruits  
Onions & Potatoes  
Only Vegetables

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Browse by Commodity

- Fruits
- Ornams & Potatoes
- Vegetables
- Herbs
- Nuts
- Ornamentals
- Honey

Browse by Report Type

- Terminal Market
- Shipping Point
- Movement
- Truck Rate

Custom Reports

- Run a custom report

Tools

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

### New FVMN Site Features

December 03, 2007

#### Organic Commodity Display and Refinement

Terminal Market, Shipping Point, Movement, and Custom reports display Organic data. If a commodity class's 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.

High Price	Low Price	Environment	Color	Unit of Sale	Quality
80	2554	ORG-ORG			
80	2554	ORG-ORG			

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 data is no longer available for: Strawberry, Tomatoes, Cherry, Tomatoes, Grape, and Tomatoes, Plum.

#### Tomatoes, Greenhouse

All instances of Tomatoes, Greenhouse have been removed. All Tomatoes, Greenhouse data was expected to display in the Tomatoes commodity showing "Greenhouse" in the Environment column. If you're not searching for Tomatoes, Greenhouse data, choose Tomatoes, Type refine with

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Report

Location: LOS ANGELES  
Commodity: STRAWBERRIES  
Report Type: Terminal Market  
Date(s): 08-Mar-2010 to 12-Mar-2010

Download as:

Hide Empty Columns:

Location: LOS ANGELES

#### STRAWBERRIES

Package: flats 4 1-lb containers with lids Variety: WITH STEMS

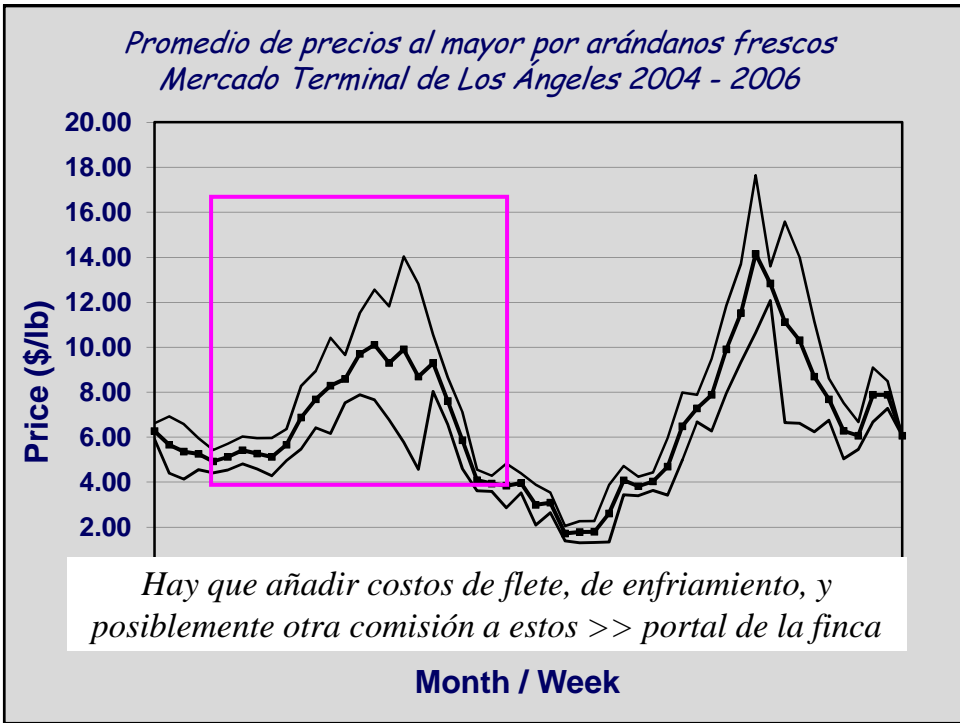
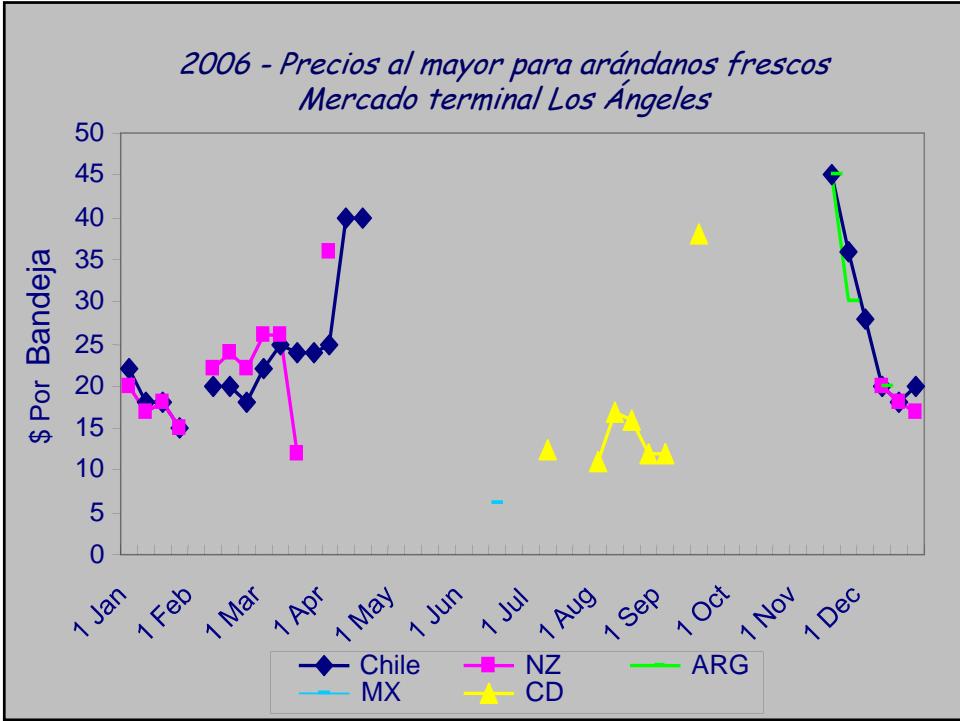
Date	Low-High Price	Mostly Low-High Price	Origin	Origin District	Item Size	Environment	Color	Unit of Sale	Quality	Condition	Storage	Appearance
03/08/2010	22.00 - 26.00	22.00 - 24.00	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	lge-exlge							
03/09/2010	22.00 - 24.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	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	Appearance
03/08/2010	12.00 - 14.00	-	CALIFORNIA	SANTA MARIA CALIFORNIA	lge					FR COND		
03/09/2010	16.00 - 20.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	lge							
03/08/2010	14.00 - 16.00	14.00 - 16.00	MEXICO	BAM DISTRICT MEXICO	med-lge							
03/09/2010	15.00 - 18.00	-	CALIFORNIA	OXNARD DISTRICT CALIFORNIA	lge							
03/09/2010	12.00 - 14.00	-	CALIFORNIA	SANTA MARIA CALIFORNIA	lge					FR COND		





*Fuentes de información*

*COSTOS*

<http://coststudies.ucdavis.edu>



UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

2011

SAMPLE COSTS TO PRODUCE

**STRAWBERRIES**



**SOUTH COAST REGION – SANTA MARIA VALLEY**  
Santa Barbara County

Requested by:

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**UC COOPERATIVE SERVICES**  
**Table 6. BARRINGTON AREA, ILLINOIS**  
**SOUTH CASH REGION - South Branch Valley 2005**

**CHESS FOR CASH AT VARIOUS WHEAT FRONTS BY CASH/STRAINS**

	YIELD (bushels)						
	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Bank Market 22 1/2 bush:	2,100	2,000	2,100	2,000	2,100	2,000	2,100
Parsons Market 20 1/2 bush:	1,900	1,800	1,900	1,800	1,900	1,800	1,900
<b>OPERATING COSTS</b>							
Colored Card	4,700	4,700	4,700	4,700	4,700	4,700	4,700
Moisture Card	9,520	9,520	9,520	9,520	9,520	9,520	9,520
Assessment Card	80	80	80	80	80	80	80
Insurance operating credit	700	671	671	611	611	520	611
<b>TOTAL OPERATING COSTS</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>	<b>15,000</b>
<b>Yield Operating Cost/acre</b>	<b>7.50</b>	<b>7.50</b>	<b>7.50</b>	<b>7.50</b>	<b>7.50</b>	<b>7.50</b>	<b>7.50</b>
<b>CASH/STRAINS COSTS</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>	<b>3,000</b>
<b>TOTAL CASH COSTS</b>	<b>18,000</b>	<b>18,000</b>	<b>18,000</b>	<b>18,000</b>	<b>18,000</b>	<b>18,000</b>	<b>18,000</b>
<b>TOTAL CASH COST/acre</b>	<b>9.00</b>	<b>9.00</b>	<b>9.00</b>	<b>9.00</b>	<b>9.00</b>	<b>9.00</b>	<b>9.00</b>
<b>NET CASH/STRAIN COSTS</b>	<b>-300</b>	<b>-300</b>	<b>-300</b>	<b>-300</b>	<b>-300</b>	<b>-300</b>	<b>-300</b>
<b>TOTAL COSTS</b>	<b>15,700</b>	<b>15,700</b>	<b>15,700</b>	<b>15,700</b>	<b>15,700</b>	<b>15,700</b>	<b>15,700</b>
<b>Total Cashing</b>	<b>6,400</b>	<b>6,400</b>	<b>6,400</b>	<b>6,400</b>	<b>6,400</b>	<b>6,400</b>	<b>6,400</b>
<b>Cost per bushel of 2 1/2 1/2 bush</b>							

**NET RETURN PER ACRE/AMPH/CAH CASH FOR STRAINERS**

	YIELD (bushels)						
	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Bank Market 22 1/2 bush:	2,100	2,000	2,100	2,000	2,100	2,000	2,100
Parsons Market 20 1/2 bush:	1,900	1,800	1,900	1,800	1,900	1,800	1,900
4.86	5.33	-3.88	-3.88	-4.35	-4.35	-4.35	-4.35
4.86	4.86	-3.88	-3.88	-4.35	-4.35	-4.35	-4.35
5.21	4.91	-1.98	-1.98	-2.45	-2.45	-2.45	-2.45
3.88	3.88	-2.45	-2.45	-2.92	-2.92	-2.92	-2.92
4.24	4.24	-1.98	-1.98	-2.45	-2.45	-2.45	-2.45
6.56	6.56	3.13	3.13	3.60	3.60	3.60	3.60
7.24	6.56	6.56	6.56	6.56	6.56	6.56	6.56

**NET RETURN PER ACRE/AMPH/CAH CASH FOR STRAINERS**

	YIELD (bushels)						
	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Bank Market 22 1/2 bush:	2,100	2,000	2,100	2,000	2,100	2,000	2,100
Parsons Market 20 1/2 bush:	1,900	1,800	1,900	1,800	1,900	1,800	1,900
4.86	5.33	-3.88	-3.88	-4.35	-4.35	-4.35	-4.35
4.86	4.86	-3.88	-3.88	-4.35	-4.35	-4.35	-4.35
5.21	4.91	-1.98	-1.98	-2.45	-2.45	-2.45	-2.45
3.88	3.88	-2.45	-2.45	-2.92	-2.92	-2.92	-2.92
4.24	4.24	-1.98	-1.98	-2.45	-2.45	-2.45	-2.45
6.56	6.56	3.13	3.13	3.60	3.60	3.60	3.60
7.24	6.56	6.56	6.56	6.56	6.56	6.56	6.56

**NET RETURN PER ACRE/AMPH/CAH CASH FOR STRAINERS**

	YIELD (bushels)						
	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Bank Market 22 1/2 bush:	2,100	2,000	2,100	2,000	2,100	2,000	2,100
Parsons Market 20 1/2 bush:	1,900	1,800	1,900	1,800	1,900	1,800	1,900
4.86	5.33	-3.88	-3.88	-4.35	-4.35	-4.35	-4.35
4.86	4.86	-3.88	-3.88	-4.35	-4.35	-4.35	-4.35
5.21	4.91	-1.98	-1.98	-2.45	-2.45	-2.45	-2.45
3.88	3.88	-2.45	-2.45	-2.92	-2.92	-2.92	-2.92
4.24	4.24	-1.98	-1.98	-2.45	-2.45	-2.45	-2.45
6.56	6.56	3.13	3.13	3.60	3.60	3.60	3.60
7.24	6.56	6.56	6.56	6.56	6.56	6.56	6.56

**Cost and Return Study      South Cash, West Cash, Parson      UC Cooperative Service**

## Resúmenes anuales de la USDA- AMS

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



## 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).



### 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...

### 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)

## *Información útil para los productos frescos*

### *Estándares de calidad*

- *Apariencia y condición*
- *Industria y USDA - inspección ?*

### *Normas de empaque - tamaño, forma, peso*

- *Ventas por peso, número, 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*



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