

## **Costs of Producing, Harvesting and Marketing Strawberries in the Southeastern United States: Conventional Production**

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Budgeting Program Developed By:

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This budget presents the estimated costs of producing and harvesting strawberries in the Southeastern United States. The cost estimates are presented on a per acre basis based on five-acre production model. It was also assumed that the management would be near optimal and that all currently recommended practices by the Agricultural Extension Service would be followed.

This budget is only a guide and is not meant to be a substitute for growers calculating their own costs and estimating their own breakeven yields. Costs vary from grower to grower due to market conditions, labor supply, age and condition of the machinery and equipment, managerial skill, and many other factors. Since every situation is different, it is recommended that every grower estimate their individual production, harvesting and marketing costs based on their own production techniques, price expectations, local supply of labor, and market situation.

It is also recommended that growers develop a marketing plan and have a marketing strategy before investing in a commercial operation. Production of high value produce is a risky business and the risk increases without a stable marketing outlet. In extreme cases, growers have experienced financial losses when they were not able to find a suitable market outlet and/or when they did not meet the buyer's expectations.

The spray schedule in this budget is based on a typical year, however, as any grower knows, each year is different and therefore your pests and means of control will likely vary from what is listed. Mention of a product or vendor does not constitute a guarantee or warranty of the product, nor does it imply recommendation of one product over another. Other products may be suitable depending on soils, weather conditions, farm history, and pest pressures. For the most up-to-date IPM recommendations see the Strawberry IPM Guide at [smallfruit.org](http://smallfruit.org).

The values in the blue cells of the spreadsheets with red tabs are input values that users can either accept or replace with their own estimates. The values in all other cells are calculated based on the inputted values. Users can receive a quick estimate of their costs and returns by entering their own estimates for the selected "key" values displayed in the *Assumptions* worksheet, while those who would like more detailed estimates can fill in the blue cells in the *Machinery and Production Sequence* worksheets.