Before you plant what are the considerations?

BEFORE YOU PLANT – WHAT ARE THE CONSIDERATIONS?

JANINE HASEY
Farm Advisor, Sutter & Yuba Counties
May 6, 2004

FIRST – THE DECISION

- A DECISION IS MADE TO CONSIDER PLANTING A TREE CROP

WHAT IS THE ECONOMIC FRAMEWORK THAT GOES INTO THAT DECISION?
SECOND – WHAT ARE THE BIOLOGICAL “CHOKE POINTS”?

- Soil – is it suitable for that crop?
- Climate considerations
- Agronomic issues
  - Varieties
  - Rootstocks
  - Spacing
- Pest management

THIRD – WHAT ARE THE COSTS?

- To establish the crop
- To produce the crop
- What are breakeven costs at varying yields & commodity price?
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FOURTH – WHAT ARE THE MARKET PROSPECTS?

HOW AND WHERE ARE YOU GOING TO SELL YOUR CROP?

FIFTH – WHAT IS THE GLOBAL OUTLOOK?

EITHER AS A POTENTIAL MARKET OR AS A COMPETITOR

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