

# BEFORE YOU PLANT – WHAT ARE THE CONSIDERATIONS?

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## FIRST – THE DECISION

- A DECISION IS MADE TO CONSIDER PLANTING A TREE CROP

WHAT IS THE ECONOMIC FRAMEWORK  
THAT GOES INTO THAT DECISION?

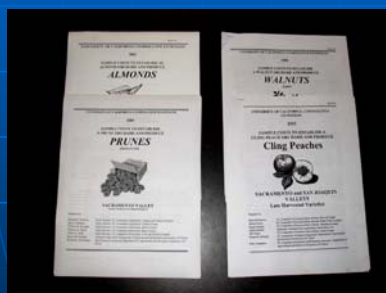
## SECOND – WHAT ARE THE BIOLOGICAL “CHOKE POINTS”?

- 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?



## 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

## PLANT OR PULL MEETING TOPICS

### FOR OUR MAJOR TREE CROPS

1. DECISION FRAMEWORK
2. AGRONOMIC & TECHNOLOGY ISSUES
3. COST & RETURN COMPARISONS
4. MARKET PROSPECTS
5. INTERNATIONAL COMPETITION & OPPORTUNITY

## MEETING SPONSORS

- UNIVERSITY OF CALIFORNIA AGRICULTURE & NATURAL RESOURCES
- UC COOPERATIVE EXTENSION
  - SUTTER/YUBA, BUTTE, COLUSA, GLENN, TEHAMA
- UC AGRICULTURAL ISSUES CENTER
- USDA RISK MANAGEMENT AGENCY
- SACRAMENTO VALLEY FARM CREDIT  
(MORNING REFRESHMENTS)