Economic Analysis for Blackberry Production Using High Tunnels

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INTRODUCTION

- Production of blackberries in Arkansas is growing.

- Demand for these fresh berries still typically exceeds supply in much of the state, particularly early and late in the production season.

- Commercial production with high tunnels offers promise for those producers willing to make the necessary capital investment.
HIGH TUNNEL ADVANTAGES

High tunnel production can help to:

- Minimize • Fruit Damage (freeze)
- Advance • Harvest Season
- Reduce • Pesticide Use
- Improve • Fruit Quality
- Distribute • Workload • Cash Flow
OBJECTIVE

Develop
- Interactive Budget

Compare
- Total Costs
- Revenues
- Net Returns

Assist
- Planning
- Financial
BACKGROUND

Arkansas
- Six cultivars
- Field or high tunnel production
- Interactive (Excel)
- Graphical Tools
- Activities by year

Other States
- One cultivar
- Field production only
- Hard copy (paper) or Interactive (excel) but without high tunnel production
- Activities by month (some)
DESIGN

This budget was developed to allow producers to compare among different cultivar varieties and high tunnel dimensions.
DESIGN

The only thing that the producer needs to do is to select or to enter basic information; the budget will be created automatically.
BUDGET – COMPONENTS

Summary
- Producer Input Page

Interactive Budget
- Soil Build-up
- Planting Year
- Production Year 1
- Production Year 2
- Production Year 3-5

Economics
- Total Cost
- Sensitivity Analysis
- Break-even Analysis

Budget
- Itemized for 5 years
LIMITATIONS

- Certain level of general computer knowledge is required

- Producers must have access to a computer with Microsoft Excel 2007 installed and working properly to take advantage of this budget (Macros must be enabled)

- Activities are not broken down on a month-to-month basis
BUDGET USEFULNESS

Estimate
- Total Costs (Variable and Fixed)
- Revenues
- Net Returns

Compare
- Cultivars
- Field vs. High Tunnel

Modify
- Default Values
- Own Values

Answer
- “What If” Questions
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