





Cultivar Characteristics



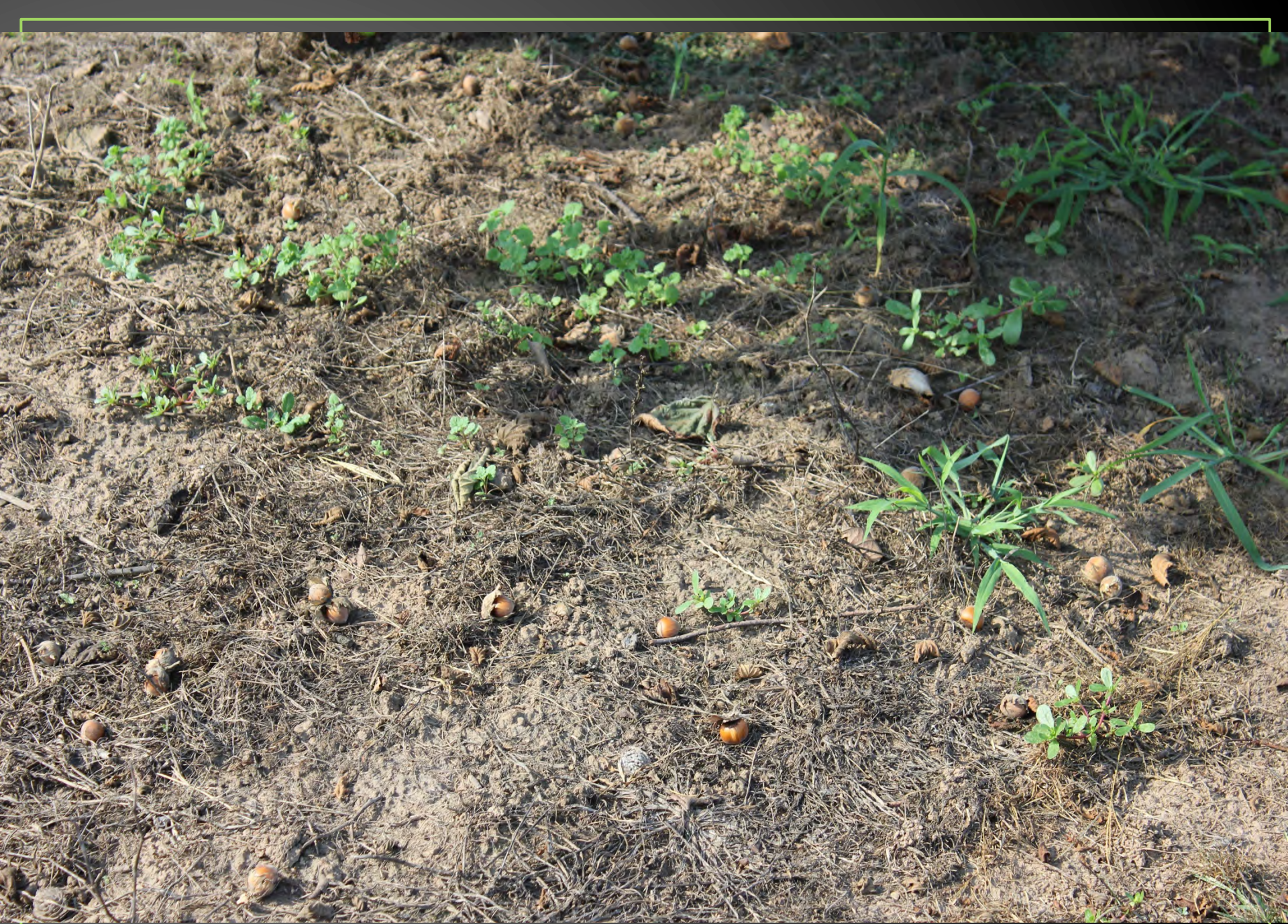




Jefferson



Yamhill







Cost Factors

- Direct Crop Costs

- Fertilizer
- Pruning
- Pesticides
- Replacements Stock
 - Orchard life (advantage)

- Operational

- Fuel
- Repairs and Maintenance
- Irrigation – hydro ?

- Administration

- Property taxes
- Farm Insurance
- Other utilities portions

Production Variables

- Age of Trees
 - Actual Crop production
 - Maturity, 7- 10years
 - Pollination Success
- Pollination
 - Hardy Catkins
 - Hardy Flowers
- Cultivar selection
 - Ontario
 - Oregon
 - NJ
- Micro climate
 - Climate map

...the going Prices...

- \$3.50 - \$8.00 Retail per pound ??
- \$ 6.00 kg - \$ 12.00 kg Wholesale ???

Aggregation...Who Buys them?



Mid Size Aggregation





















