


# BLACKBERRY AND BLUEBERRY PRODUCTION AND MARKETING

## BLACKBERRY PRODUCTION

- SITE SELECTION & SOIL PREPARATION
- PLANT SELECTION & PLANTING
- WATER MANAGEMENT
- FERTILIZING
- WEEDS
- PESTICIDES



## BLUEBERRY PRODUCTION

- SITE SELECTION & SOIL PREPARATION
- PLANT SELECTION & PLANTING
- WATER MANAGEMENT
- FERTILIZING
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## SYMPHONY BETWEEN PRODUCTION AND MARKETING

- FARM PLANNING
- EQUIPMENT
- CULTURAL PRACTICES
- STAFF

## Persimmon Hill Farm Layout



## Persimmon Hill Staff 2007



## A long road to citizenship completed.



## MARKETING SMALL FRUIT CROPS

- 1 WAYS TO SELL BERRIES
- 2 SYNERGY OF VARIOUS MARKETING MECHANISMS
- 3 VALUE ADDING IN SMALL FRUIT
- 4 WHAT ARE YOU REALLY SELLING?
- 5 HOW YOU MARKET SOMETIMES DEPENDS UPON YOUR INCOME NEEDS

## WAYS TO SELL BERRIES

- PICKED
- U-PICK

### PICKED FRUIT

- ROUTE
- COOPERATIVE
- DISTRIBUTER
- FARMERS' MARKET
- ON-FARM SALES
- VALUE ADDED PRODUCTS



### U-PICK FRUIT

- To me in our small farm setting, fruit on the plants represents a huge potential
- Makes farm a destination





### SYNERGY OF VARIOUS MARKETING MECHANISMS

- A OFF FARM
  - NO OPPORTUNITY FOR ADDITIONAL SALES
- B ON FARM
  - CUSTOMER NEEDS FIXED AMT OF FRUIT
  - CUSTOMER MAY HAVE NEED FOR ADDITIONAL PRODUCTS AND OR ON-FARM CONCESSIONS
  - HAVING MORE THAN ONE THING TO BUY AND OR DO INCREASES NUMBER OF CUSTOMERS AND INCREASES SALES OF ALL PRODUCTS



### VALUE ADDING ON OUR FARM

- INVOLVES ADDITIONAL EXPENSE, LABOR AND EQUIPMENT
- PROVIDES MORE OPPORTUNITY FOR BETTER PROFIT
- PROVIDES MORE STABLE JOBS FOR EMPLOYEES

### WHAT ARE YOU REALLY SELLING?

- A. CUSTOMERS CAN BUY PRODUCT LESS EXPENSIVELY AT LOCAL GROCERY STORE
- B. WHY DO CUSTOMERS COME TO YOUR FARM?
  - 1 HIGHER QUALITY PRODUCT
  - 2 FARM EXPERIENCE
  - 3 FAMILY EXPERIENCE
  - 4 SOFT ADVENTURE



## One way to look at value adding

Sales price for 1 muffin	\$2.25
Cost (less berries) for 1 muffin	\$ .58

Effective sales price for berries Used (.1 lb)	\$1.67
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Or for a full pound (x10)	\$16.70
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