

What to Grow?

- Looking at markets -

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*Specialty Crops Conference
UC Davis
December 12, 2007*



California Offers A Special Mix

- *Diverse, favorable growing environments*
- *Large, diverse markets*
- *Fresh vs. Processed?*



Specialty Crops

- *Often low volume / high value*
- *New species - new to area?*
- *New product?*
created by market or developed
- *New market for existing product?*
- *New market window?*

Competitive Advantages ?

- *Climate*
- *Production costs*
- *Transport Costs*
- *Offshore vs. domestic
shelf-life and hidden costs?*



*Not just growing ...
- many important marketing concerns*

- *How will you sell the product?*
- *Does the wholesaler know the product ?*
- *Current supplies? Special packing, post harvest or shipping needs ?*
- *Price ?*
- *Time vs. value tradeoffs - Does often volume related*
- *Early in process, costs are high
- learning curve*

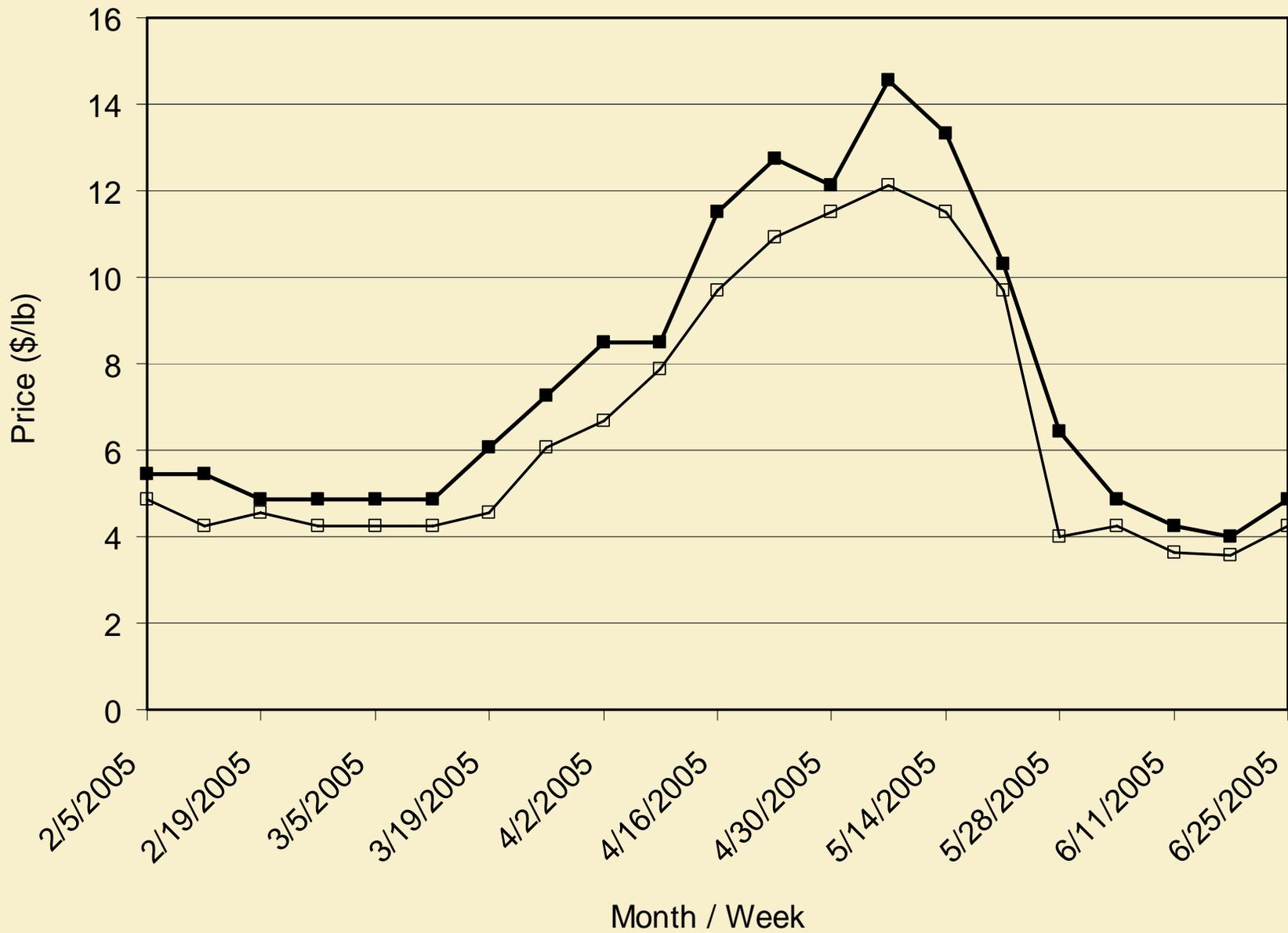
Need to know markets

- *Market signals guide crop selection*
- *Industry logistics ?*
labor, transport, cooling, sales
- *Match agronomy / agroecology*
- *Historical prices vs. projected costs*



**TABLE 3 -- SHIPMENTS BY COMMODITIES, ORIGINS AND MONTHS
(AMOUNTS ARE SHOWN IN UNITS OF 100,000 LBS)**

		2000											
ORIGIN	TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
BLUEBERRIES													
TRUCK													
FLORIDA ---					7	12							19
MICHIGAN -----							3	92	64	19	1		179
NEW JERSEY -----							87	126					213
NORTH CAROLINA ----						37	51						88
OREGON -----					2	37	18	7	7	1			72
WASHINGTON -----							3	7	2	2			14
TOTAL					7	49	143	258	89	28	10	1	585
AIR													
FLORIDA EXPT ---					1	1							2
U.S. TOTAL ---					8	50	143	258	89	28	10	1	587
IMPORT													
ARGENTINA											2	1	3
CANADA					1	1	38	205	47	4			296
CHILE	23	15	14	2							2	6	62
NEW ZEALAND		1										1	2
IMPORT TOTAL	23	16	14	2	1	1	38	205	47	4	4	8	363



Historical Prices?

- *Wholesale price market for:*
 - *fruits,*
 - *vegetables,*
 - *ornamentals*
- and much more*

<http://marketnews.usda.gov/portal/fv>

Commodities, specialties,
- check carefully
+ new areas

Today, yesterday last week,
last year

terminal markets (??)
shipping points

US domestic
International

Some smaller volume
specialties do not go back
as far, may be incomplete,
etc.

USDA United States Department of Agriculture
Agricultural Marketing Service

FRUIT & VEGETABLE
MARKET NEWS

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Vegetables
Herbs
Nuts
Ornamentals
Honey

Browse by Report Type
Terminal Market
Shipping Point
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Tools
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Welcome to the Fruit & Vegetable Market News (FVMN) Website.
December 07, 2007

Video Welcome Message
Tips for First Time Users

Market News Contacts and Locations
AZ Go

AMS Links
Grading and Quality
PACA
Marketing Orders
Research/Promotion
Commodity Procurement Program
F&V Industry Advisory Committee
National Organic Program

USDA Links
National Agricultural Statistics Service (NASS)
Economic Research Service (ERS)
Animal and Plant Health Inspection Service (APHIS)
Foreign Agricultural Service (FAS)
National Agricultural Library

Note to FVMN Portal users: Several new FVMN Portal features were added recently as part of a continuous effort to improve our service to you. These enhancements include modifications that allow segregated storage, display and retrieval of organic and greenhouse market information. Downloaded reports now show separate columns for Organic and Environment (such as Greenhouse.) For movement reports, information for the commodity "Tomatoes, Greenhouse" is now available with the commodity "Tomatoes."

For additional details please click here.

Run a Custom Report

Step 1: Report Type

Type: Terminal Market by Location
by All Commodities Go

Popular Reports
Shipping Point High/Low Highlights Report
Daily Movement Report
Mexico Crossings Report
National Shipping Point Trends
National Fruit and Vegetable Retail Report (New!)
Tomato Report
Tomato - Greenhouse Movement Report
Plum Tomato Report
Cherry Tomato Report
Grape Tomato Report
Asparagus Report
Strawberries Report

Weather Information
Your local forecast by 'City, State' or 'US ZipCode'
 Go
USDA-NOAA Agricultural Weather Information

EAT 5-a-DAY
for better health

Close Window

Run a Custom Report

Step 1: Report Type

Type: Terminal Market by Location
by All Commodities

Update

Step 2: Settings

Select a location: LOS ANGELES

Aggregate: Weekly

Select commodities and the
Add button:(hold down the
Ctrl button for multiple)

ALL
ACACIA (MIMOSA)
ACONITUM (MONKSHOOD)
AGAPANTHUS
AGERATUM
AGROSTEMMA
ALCHEMILLA
ALFALFA SPROUTS
ALLIUM
ALMOND (FLOWERING)

Add

Remove

Select commodities and the
Remove button to remove
from list: (hold down the
Ctrl button for multiple)

Go

Close Window

Run a Custom Report

Step 1: Report Type

Type: Terminal Market by Location
by All Commodities Update

Step 2: Specify

Select a location: LOS ANGELES

Aggregate: Weekly

Select commodities and the
Add button:(hold down the
Ctrl button for multiple)

ALL
ACACIA (MIMOSA)
ACONITUM (MONKSHOOD)
AGAPANTHUS
AGERATUM
AGROSTEMMA
ALCHEMILLA
ALFALFA SPROUTS
ALLIUM
ALMOND (FLOWERING)

Add

Remove

Select commodities and the
Remove button to remove
from list: (hold down the
Ctrl button for multiple)

BLUEBERRIES

Go

Close Window

Run a Custom Report

Step 1: Report Type

Type: Terminal Market by Location
by All Commodities Update

Step 2: Details

Select a location: LOS ANGELES

Aggregate: Weekly

Select commodities and the
Add button:(hold down the
Ctrl button for multiple)

ALL
ACACIA (MIMOSA)
ACONITUM (MONKSHOOD)
AGAPANTHUS
AGERATUM
AGROSTEMMA
ALCHEMILLA
ALFALFA SPROUTS
ALLIUM
ALMOND (FLOWERING)

Add Remove

Select commodities and the
Remove button to remove
from list: (hold down the
Ctrl button for multiple)

BLUEBERRIES

Update

Step 3: Time Period

Please select a week ending date (Saturday):

01/07/2006 to 12/30/2006
Date Format: mm/dd/yyyy

Omitting Date Values will generate the last available report

Run Refine



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New FVMN Site Features

Release Date: December 03, 2007

Organic Commodity Display and Refinement

Terminal Market, Shipping Point, Movement, and Custom reports display Organic data. If a commodity is Organic, that commodity header shows "Type: Organic," whereas non-organic commodities do not show a Type identifier at all. Reports group like commodity headings; Non-organic show first and Organic second. An example screen is provided below.

age: flats 8 1-lb containers with lids							
Low-High Price	Season	Item Size	Environment	Color	Unit of Sale	Quality	
90	2006	MED-LGE					
age: flats 8 1-lb containers with lids Type: Organic							
Low-High Price	Season	Item Size	Environment	Color	Unit of Sale	Quality	
12.90	2006	MED-LGE					

Reports can be refined by Organic values. This refinement option is labeled "Type," and lists three options: All Products, All Organic, and No Organic. For Custom Reports, this refinement menu is located in the report refinement area when a single commodity is selected. For Browse by Report Type and Browse by Commodity reports, this menu is available in your report results refinement area.

Currently, refining graphs on Organic data is not supported.

Environment Types

Terminal Market, Shipping Point, Movement, and Custom reports now list Environment types. These types are Greenhouse, Greenhouse Hydroponic, Greenhouse Including Hydroponic, and Field Grown. If your report returns results that have an Environment type, the new Environment column displays this information.

Previously, some commodities could be refined for Environment types through the Variety refinement menu. Other commodities could not be refined because the Environment type was listed as the Unit of Sale, a Variety, or Sub Variety. They are now all located in their own refinement menu, where you'll see all Environment types. Refine by Environment types using this feature.

The Environment refinement menu location, similar to the Organic refinement menu, is located in the Step 4 refinement area for Custom Reports when a single commodity is selected. For Browse by Report Type and Browse by Commodity report results, you'll find the refinement menu in the report refinement area.

Existing bookmarks with a Variety refinement selection don't return query results. If you want to replace this report:

- ___ 1. Log into your USDA portal account.
- ___ 2. Click your bookmark and view the report page.
- ___ 3. Click "Edit Query."
- ___ 4. Choose your desired Environment type using the Environment refinement menu.
- ___ 5. View your report and save your bookmark.
- ___ 6. Delete your previous bookmark.

Currently, refining graphs on Environment data is not supported and Movement report Environment values no longer exist for: Rhubarb; Tomatoes, Greenhouse; Tomatoes, Cherry; Tomatoes, Grape; and Tomatoes, Plum.

Tomatoes, Greenhouse

All instances of Tomatoes, Greenhouse have been removed. All Tomatoes, Greenhouse data was converted to display with the Tomatoes commodity showing "Greenhouse" in the Environment column. If you'd like to search for Tomatoes, Greenhouse data, choose Tomatoes, Type refine with



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- [Ornamentals](#)
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Terminal Market

U.S Domestic Terminal Markets

Guadalajara, Mexico

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

New Spitalfields, UK

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Toronto, Ont, Canada

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Hamburg, Germany

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Paris, France

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Varna, Bulgaria

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Mexico City, Mexico

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Plovdiv, Bulgaria

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Warsaw, Poland

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Monterrey, Mexico

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

Poznan, Poland

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
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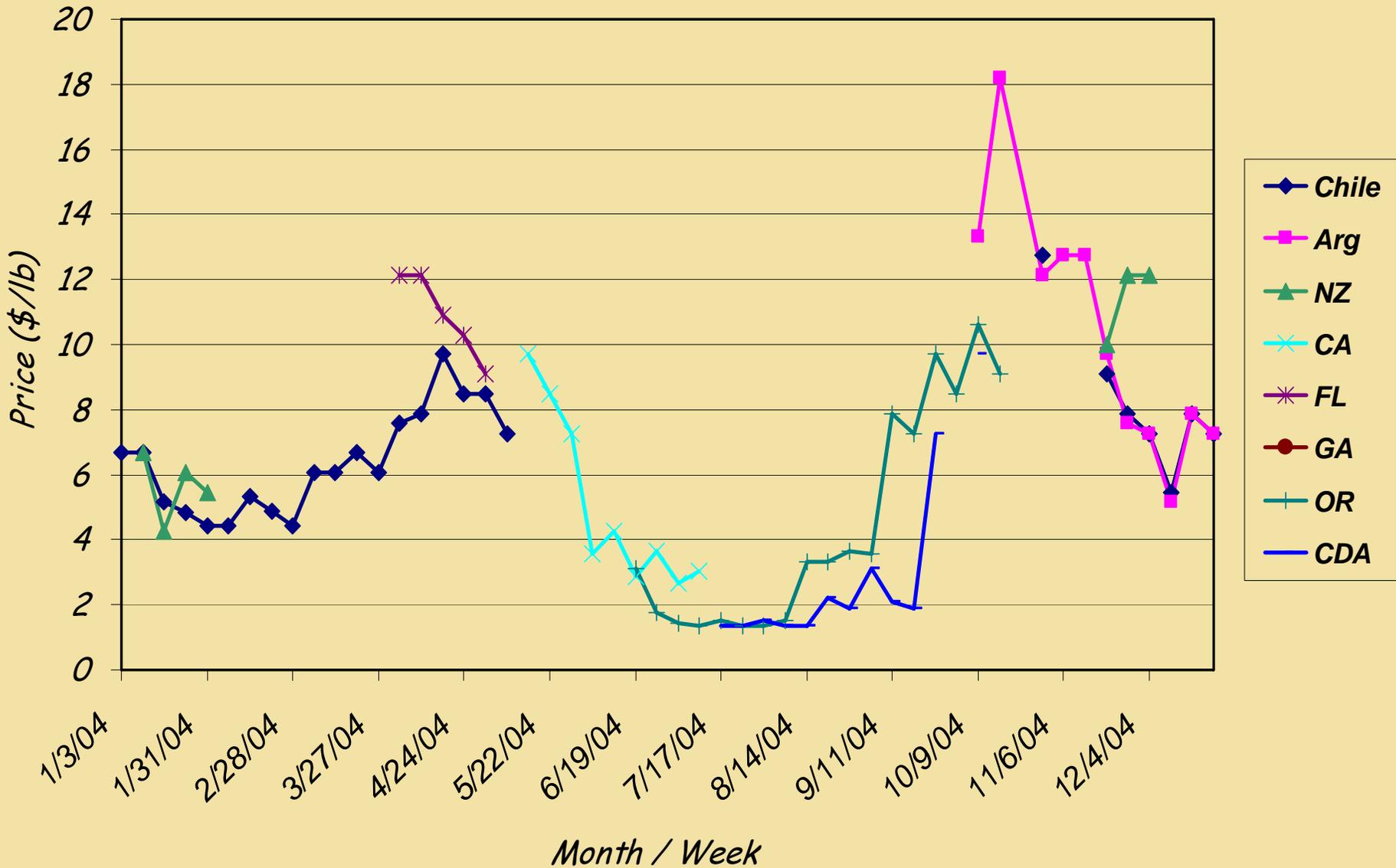
Montreal, Que, Canada

- [All Fruits & Vegetables](#)
- [Only Fruits](#)
- [Onions & Potatoes](#)
- [Only Vegetables](#)

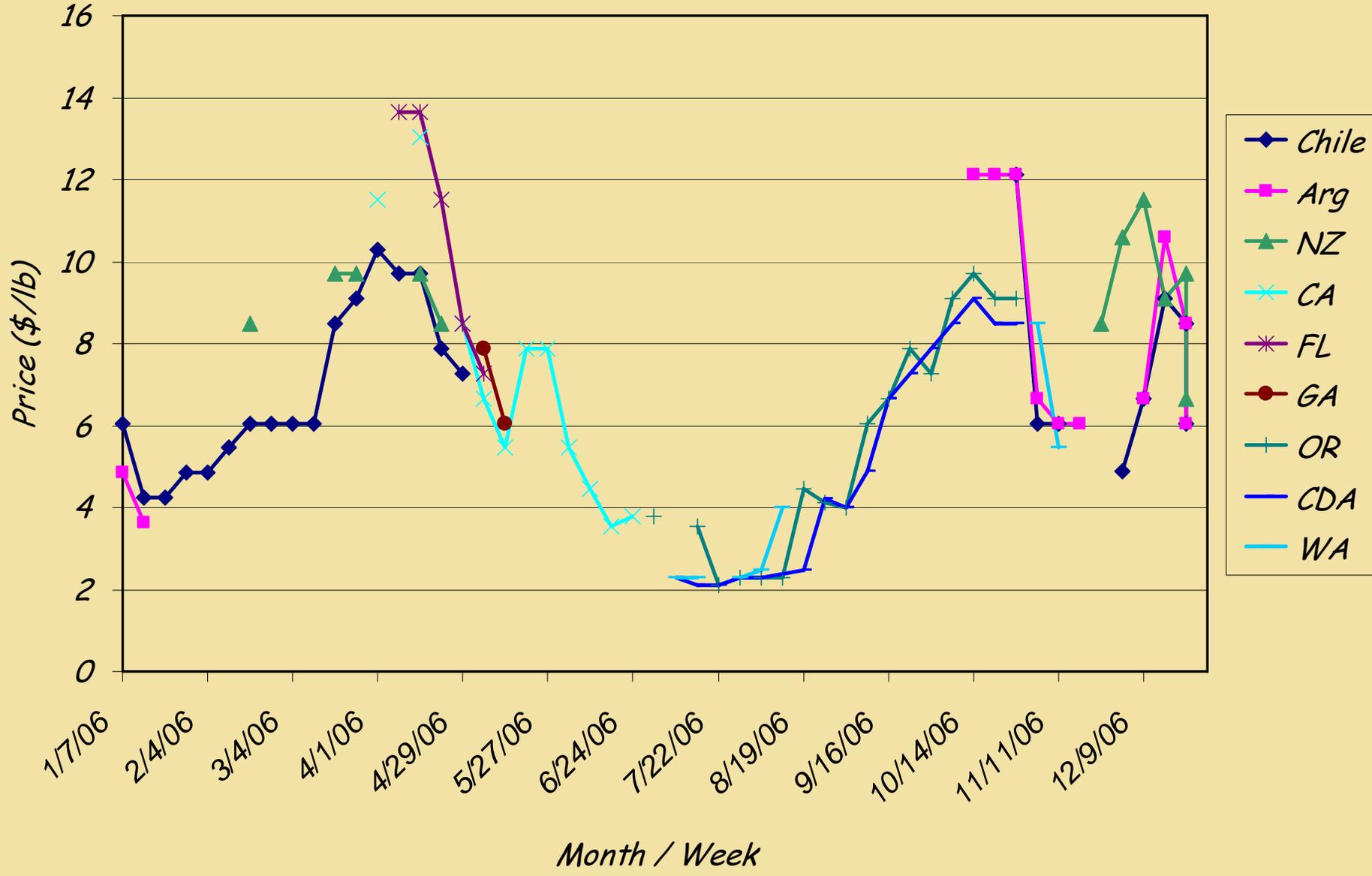
Rotterdam, The Netherlands

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*Weekly "High" Wholesale Blueberry Prices
Los Angeles Terminal Market - 2004*



*Weekly "High" Wholesale Blueberry Prices
Los Angeles Terminal Market - 2006*

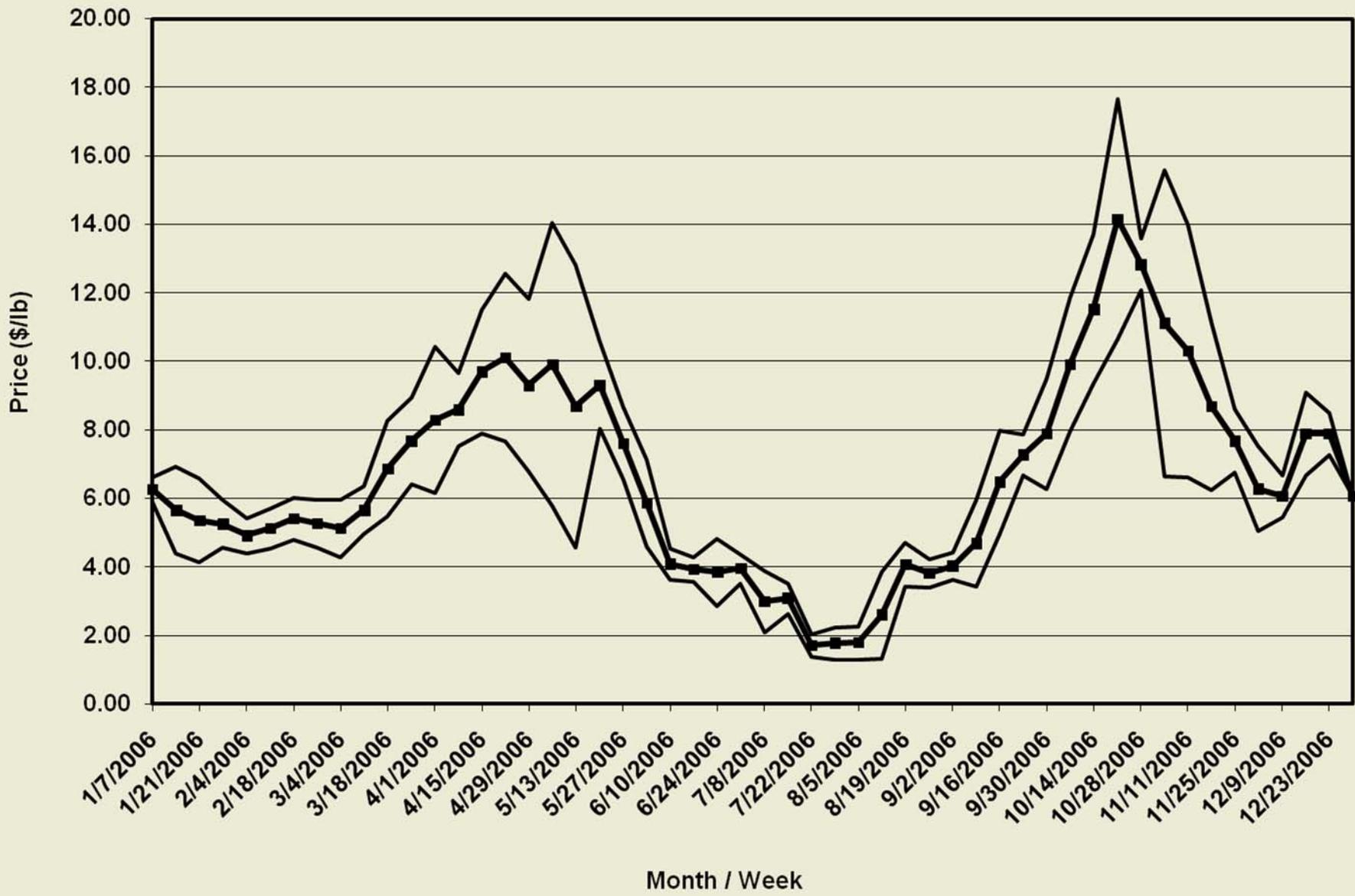


Fresh Blueberry Packs

- 12 / 6 oz
- 12 / 5.6 oz
- 12 / 4.4 oz
- 12 / 3.5 oz
- 12 / 100 gm
- 12 / 125 gm
- 12 / 160 gm
- 12 / 175 gm
- 12 / 1 pt
- 12 / 12 oz
- ?? 4 / 1 qt
- ?? 2 / 2 $\frac{1}{4}$ lb

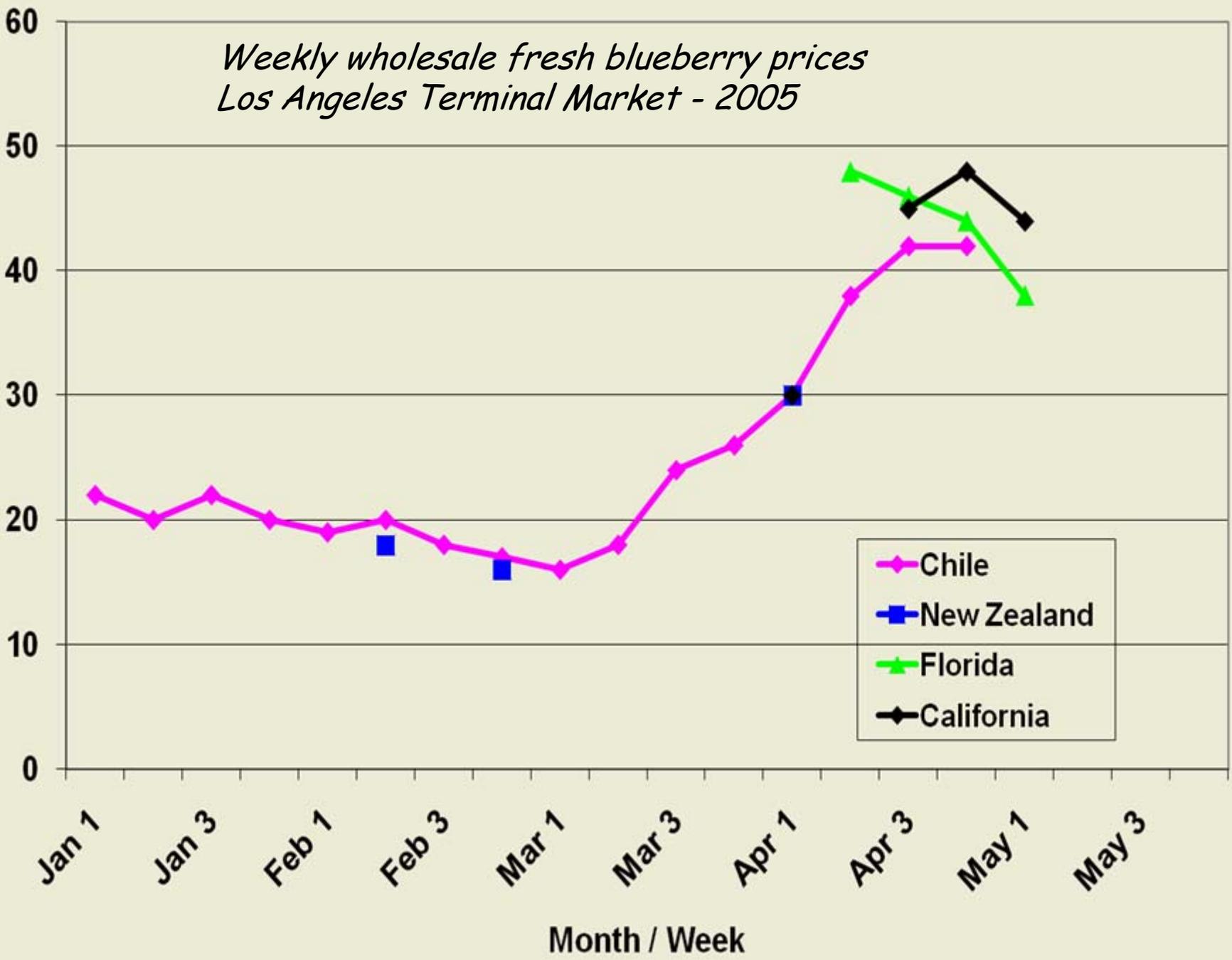


*3 Year Average Wholesale Fresh Blueberry Prices
L.A. Terminal Market 2004 - 2006*

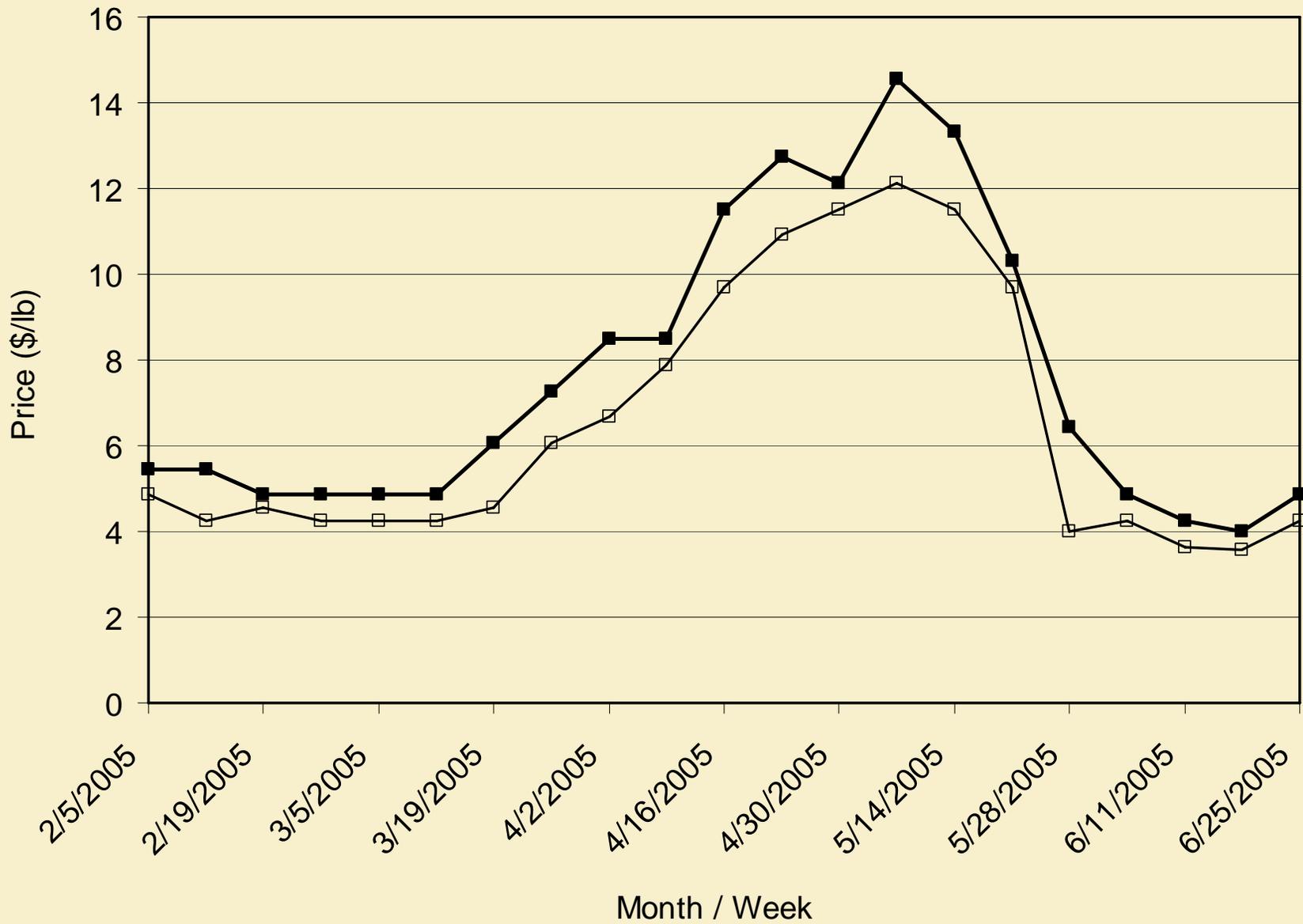


*Weekly wholesale fresh blueberry prices
Los Angeles Terminal Market - 2005*

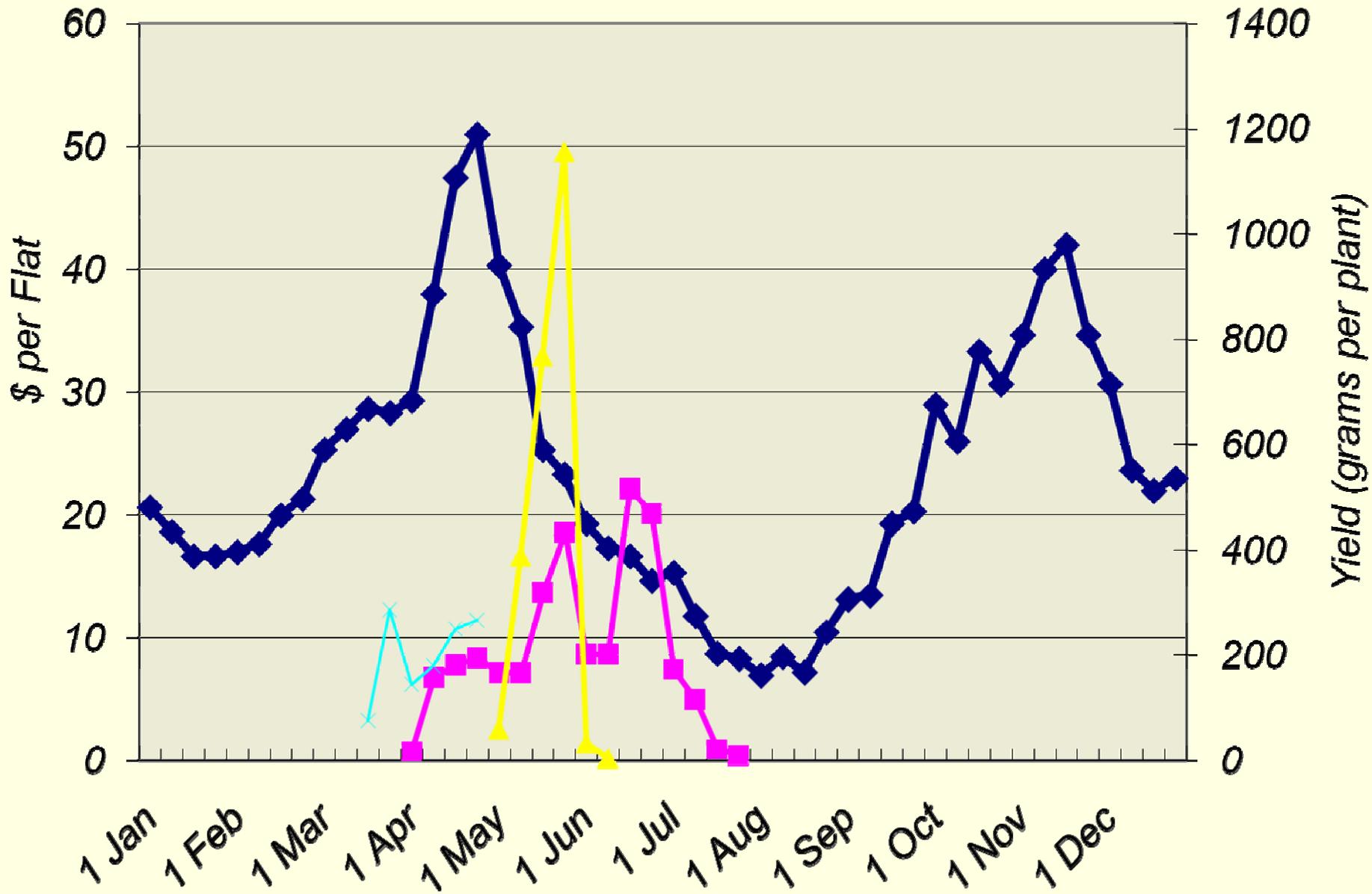
\$ / flat (12 - 4.4oz)



*Weekly High / Low Wholesale Blueberry Prices
Los Angeles Terminal Market - February - June, 2005*



California Fresh Blueberry Market Windows



Many other specialty crops or opportunities may not have price histories available

- *New, alternative marketing techniques
internet, CSA, direct sales, etc.*
- *still need to get a realistic idea of price
potentials and marketing costs
- olive oil?*

Summary

- *Know the market and know potential competitive advantages of your product*
- *Know the product and production and marketing needs*
- *Evaluate the horticultural fit for the area*
 - *use on-farm trials to verify production*
- *Use historical prices to predict profit potential*

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