

The evolution of the everbearer:

Results of today and the opportunities of tomorrow

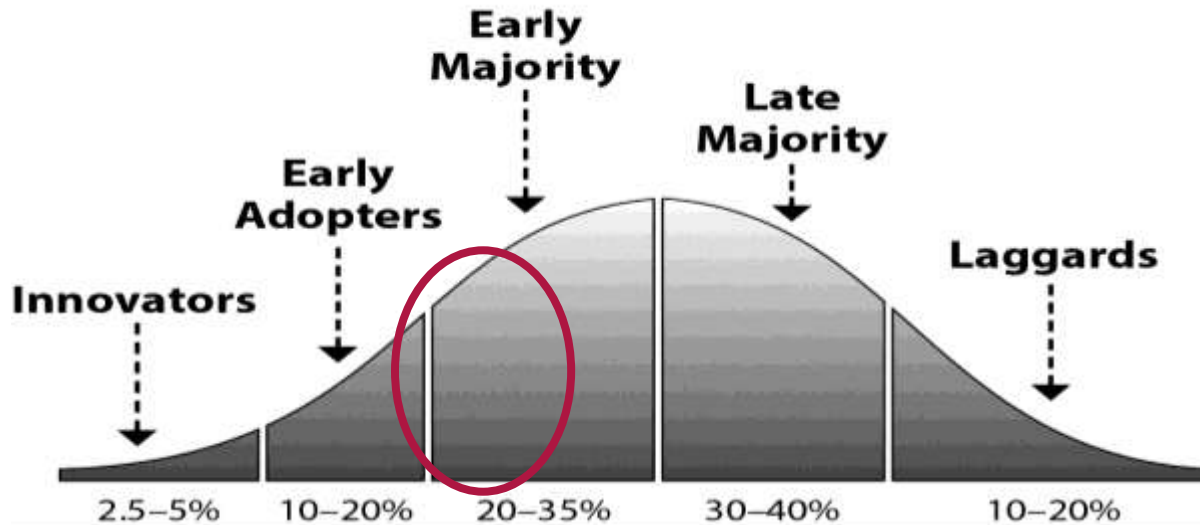
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Innovation Adoption Lifecycle: The evolution of the everbearer



Innovation theory Everett Rogers

Balance of today's everbearer cultivation

Advantages:

- Long harvesting period
- Good results: production, fruit size and flavor

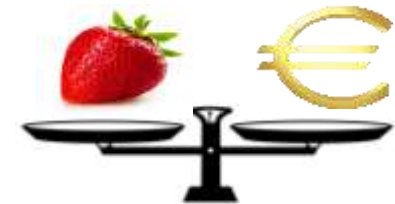
Challenges:

- Labor (amount & fluctuation)
- Yield pattern
- Fruit quality true the production season
- Pests & diseases

Set points cost price calculation

Keyfigures	June-bearer First	June-bearer Second	Everbearer Average effort	Everbearer High effort
Planttype	Trayplant	Trayplant	Minitray	Minitray
Plants per running meter	10	10	6	6
Price per plant	€ 0,45	€ 0,45	€ 0,50	€ 0,50
Production KG/plant	0,50	0,40	1,20	1,50
Production ha	35.000kg	28.000kg	52.500kg	63.000kg
Harvest efficiency/hour	22,5	20,0	17,5	20,0
Labor cultivation (hours)	1000	800	1750	2250
Labor overhead (hours)	50	50	100	100
Labor harvesting (hours)	1556	1400	2880	3150

Key figures company	
Write-off costs/ha general assets	€ 4.600
Write-off tabletop system/ha	€ 17.200
Running meter tabletop/ha	7000 meter
Hourly rate overhead	€ 27,00
Hourly rate production	€ 15,00



Calculation cost price per KG (fictional)

	June-bearer (two cultivations)	Everbearer (average effort)	Everbearer (high effort)
	€/kg	€/kg	€/kg
Depreciation of assets			
Write-off general	€ 0,07	€ 0,09	€ 0,07
Write-off tabletop system	€ 0,27	€ 0,34	€ 0,27
Total depreciation of assets	€ 0,35	€ 0,43	€ 0,35
Direct costs			
Plantmaterial	€ 1,00	€ 0,42	€ 0,33
IPM	€ 0,06	€ 0,16	€ 0,13
<i>Crop protection products</i>	€ 0,03	€ 0,04	€ 0,03
<i>Biological control</i>	€ 0,03	€ 0,12	€ 0,10
Substrate	€ 0,08	€ 0,08	€ 0,07
Fertilizers	€ 0,04	€ 0,05	€ 0,04
Other costs	€ 0,08	€ 0,10	€ 0,08
Total Direct costs	€ 1,26	€ 0,81	€ 0,65
Labor costs			
Labor cultivation	€ 0,43	€ 0,52	€ 0,54
Labor overhead	€ 0,04	€ 0,05	€ 0,04
Labor harvesting	€ 0,70	€ 0,86	€ 0,75
Total Labor costs	€ 1,17	€ 1,43	€ 1,33
Auction/transport costs	€ 0,20	€ 0,20	€ 0,20
Total costs	€ 2,98	€ 2,87	€ 2,52



Optimizing results

Reducing cost price

- High effort cultivation
 - Increases yield -> reduces costs per KG
 - Improves quality -> increases trust retail
- Optimizing plants per m²
 - Decreasing plants per m²:
 - Less production per m², but more per plant
 - More space per plant -> less labor per m²
 - Less competition between plants -> increase quality

Optimizing results

Improving production

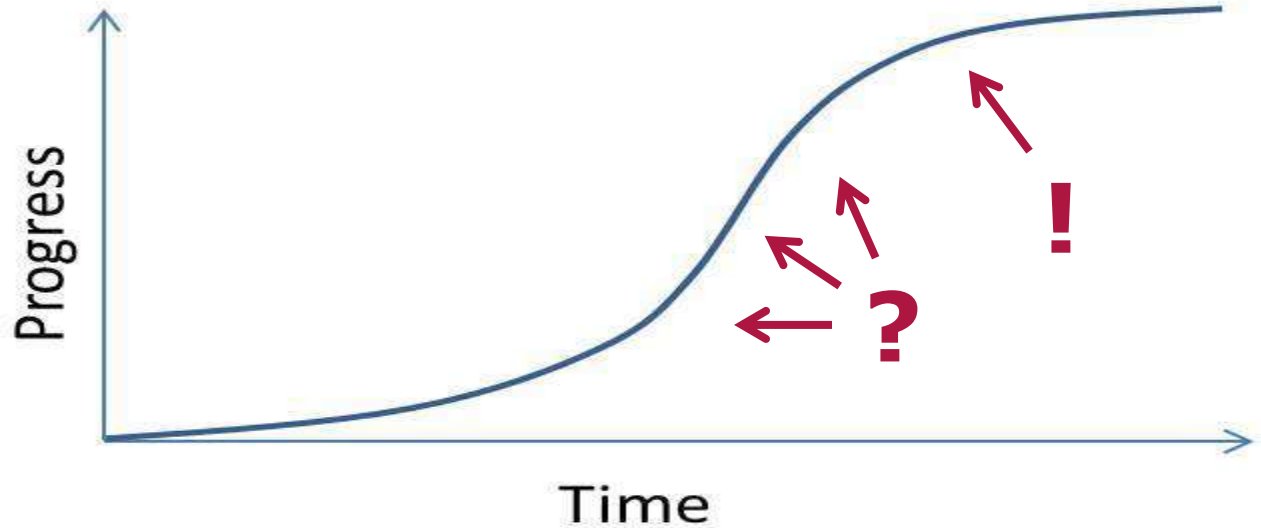
- Optimizing overall yield pattern
 - Using different plant types or plant dates
 - Spread of labor
 - Spread of overall production
 - Higher cost price
- Retaining plant balance
 - Removing trusses or limit fruits per truss
 - Keeping balance, but not practical

Optimizing results by knowledge
Knowledge = Power



The Learning curve

Progress:
Productivity
Quality
Results
Knowledge



Delphy research: Project Everbearer



Working on realization project!

- Goal: gaining knowledge!
- Intended long term project
- ~~Comparing varieties,~~ Learning about each variety
- Practical setup
- Complete picture: production, quality, labor/costs

Questions

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