

# Being Successful with Specialty Crops

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# Knowledge

- ▶ Know your market
- ▶ Know your clientele
- ▶ Know your economics
- ▶ Know your production
- ▶ Know how to grow things

# Clientele

- ▶ Who are you going to market to - Find your niche - be different
  - ▶ Local
    - ▶ What are local clients willing to pay
    - ▶ Will they pay a premium
    - ▶ Do you need a premium price to survive
    - ▶ Will you have to market elsewhere to get premium
  - ▶ Regional
  - ▶ National
- ▶ What do your clientele want
  - ▶ Specialty items
  - ▶ Fresh local
  - ▶ Organic

# Market

- ▶ Where are you going to sell
  - ▶ Farmstand
  - ▶ Farmers market
  - ▶ Restaurants
  - ▶ Community Supported Agriculture (CSA)
  - ▶ You pick operation
  - ▶ Local retail chain
  - ▶ Wholesale
- ▶ How are you going to sell
  - ▶ Are you going to sell it
  - ▶ Are you going to hire someone
  - ▶ Will you sell on consignment
  - ▶ Will you sell through a broker

# Market

- ▶ When are you going to sell
  - ▶ Will your market be entirely seasonal
    - ▶ Can you survive on summer production
  - ▶ What is your plan for the off/down season







GREEN BELL PEPPERS  
4 For 1.00

HOME GROWN OKRA  
3.59 lb.

HONEY 22 oz  
\$ 8.00 a jar  
CHINESE EGGPLANTS  
1.49 lb.

HONEY  
HONEY  
HONEY  
HONEY  
HONEY



Corn  
2/1.00

Green Beans  
1.50

Apples  
1.50

Red Potatoes  
1.50

Half River  
Honey  
100% PURE  
LOCAL HONEY

der  
Sorghum Milt





# Economics

- ▶ How much money do I need
  - ▶ Expenses > Income = bad
  - ▶ Will this be a primary source of income or a supplement
  - ▶ Do you want to pay yourself
  - ▶ Will you have to buy equipment
  - ▶ Will you have to rent space
  - ▶ How much will production cost you
  - ▶ How much can I charge for each crop
    - ▶ Know the crops with large and small margins

# Production

- ▶ What can you have available when
  - ▶ Do you need year round production
  - ▶ Create an annual calendar
- ▶ When do your clientele want your product
  - ▶ Refrigerated storage and delivery
- ▶ How can you bring those two dates together
- ▶ Are you going to produce everything you sell
- ▶ How diversified do you need to be
  - ▶ A broad base of production can help insulate you from fluctuations in productivity and market
  - ▶ Vegetables, fruit, nuts, honey, livestock, value added products

# Logistics

- ▶ How far is your market from your farm
- ▶ Who transports product
- ▶ How much time does it take and what are the costs of this transport

# Cultivation

- ▶ There are tremendous resources within the county and region to learn about the production of many crops
- ▶ Florida Vegetable Production Handbook
  - ▶ [https://edis.ifas.ufl.edu/topic\\_vph](https://edis.ifas.ufl.edu/topic_vph)
- ▶ University of Florida Cooperative Extension
  - ▶ <http://solutionsforyourlife.ufl.edu/>
- ▶ Florida A&M Cooperative Extension
  - ▶ <http://www.famu.edu/cesta/main/index.cfm/cooperative-extension-program/about-the-cooperative-extension-program/#my-menu>

# Vegetable

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Questions?