

SAMPLE COSTS
AND
LOCAL PRACTICES
FOR
GROWING
BROCCOLI FOR
FREEZING
IN VENTURA COUNTY

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YIELD

Under favorable conditions 3,000 to 5,000 pounds per acre of center heads may be expected. High yields are essential to economical production.

WHEN TO PLANT AND HARVEST

Planting is done during September and October. Harvesting is mostly in January and February.

SOIL AND CLIMATE

Most of our level irrigated soil near the coast is suitable for broccoli. Extremely heavy soil would make harvesting difficult because harvesting is done in the rainiest part of the year.

Monthly average temperatures of 60° and slightly lower are best. Temperatures at Oxnard during the winter months are usually favorable.

VARIETIES

Medium season varieties are used almost exclusively now.

COST FIGURES

Cost figures were developed by conferring with growers familiar with local practices. This set of figures should be considered as a sample. Your costs will not be exactly the same. Where you know your costs will differ, substitute your own figures to develop your own estimate.

For operations involving machinery, for rent and for water, figures used are to cover all overhead charges, such as interest on investment, taxes, upkeep and depreciation.

"General and Miscellaneous" should include charges for interest on operating capital, supervision not charged above, and such business and administrative costs as accountant fees, your own transportation, telephone, etc.

PLANTING, CULTIVATION, AND WEED CONTROL

Broccoli is usually planted in 2 rows, 14" apart, on beds spaced on 40" centers. Plant around $3\frac{1}{2}$ lbs. of seed per acre. Thin to 12" - 16". Cultivate only deep enough to control weeds and keep furrows open.

FERTILIZER

High yield and high quality depend on rapid growth in cool weather. That takes high fertility. It is a common practice to use as much as 800 lbs/A. 16-20-0 fertilizer at or before planting time and additional nitrogen after plants are well established. In the absence of data from carefully conducted tests it is best to say these practices are sound. There is a chance that nitrogen alone would be sufficient in some fields.

IRRIGATION

It is usually necessary to irrigate for germination. Another one to three irrigations are required depending on rainfall. Keep plants growing vigorously.

DISEASE AND PEST CONTROL

Although Downy Mildew attacks broccoli and probably does some harm, control is not practical. Other diseases are seldom a problem. Principal insect pest is the cabbage aphid. Tolerance for aphids in the harvested crop is practically zero; so a total of five or six dustings with parathion or TEPP is the usual practice.

HARVESTING AND MARKETING

Because not all heads are ready to harvest at the same time and because they have to be harvested soon after development, it is necessary to go over the field 4 or more times at weekly intervals to harvest the crop. Some special equipment is used in harvesting which may not be justified in a single year of production. Marketing is a matter of signing a contract with a freezer plant before planting.

COST OF PRODUCE PRODUCE FOR FREEZING

Based on 4000 Lb/A Center Heads

Medium Season Variety

Items	Sample Cost/Acre	Your Cost per Acre
Cultivation-Labor&Fld.Power		
Plowing, 1 x	\$ 4.00	
Disk and Harrow, 1 x	1.50	
Land plane, 2 or 3 x	3.00	
Harrow, 1 x	1.00	
Furrow, 1 x	1.40	
Roll and Shape Beds, 1 x	1.40	
Plant and Fertilize	3.00	
Irrigate, 4 x	8.00	
Thin, 1 x	18.00	
Hoe	5.00	
Fertilize, 1 x	2.00	
Cultivate, 3 x	6.00	
Total	\$54.30	
Contract Work, Material incl.		
Dust 5 x, aphids, etc.	\$40.00	
Materials		
Water -- $1\frac{1}{2}$ Ac.ft. @ \$5.00	7.50	
Seed - $3\frac{1}{2}$ lbs. @ \$2.00	7.00	
Fertilizer - 800 lbs. 16-20	36.00	
100 lbs. Nit	13.00	
Total	\$63.50	
Other Costs		
Rent - 1/2 year	50.00	
Compensation Insurance	3.00	
Misc.	7.50	
Total	\$60.50	
Harvesting		
Picking 1 $3/4$ ¢ per lb.	70.00	
Hauling	6.00	
Total	\$76.00	
Total all Costs	\$294.30	
Cost per Pound	\$.0736	