



DECEMBER 2018 FARM REPORT

END OF YEAR = REPORT CARD

Citrus harvesting season in California's central valley starts in October and continues well into the following year. In December, harvesting is in full-stride for all varieties of Navel Oranges, Mandarins, and Lemons. For a citrus farmer, its time to get graded on the work that has been done over the past 12 months.

During December, I write my new farming expense budgets for the upcoming year. This exercise takes me back to the previous season and a chance to reflect back on all the decisions that were made to create this crop that we expect to make positive returns with.

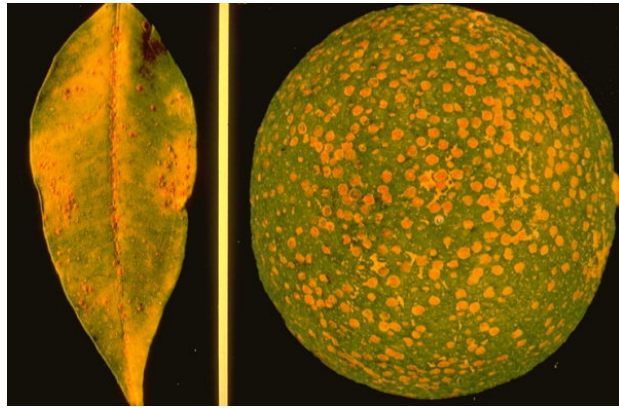
GROW MARKETABLE FRUIT

CALIFORNIA RED SCALE

Shoppers prefer citrus that is brilliant in color, shiny, and free of cosmetic defects. The fact of the matter is, we spend a lot of time and effort in growing perfect appearing fruit.

Remember those little black spots on your orange? Left untreated, scale would affect nearly all citrus.

That insect California Red Scale. These dome-shaped insects fly around all summer and attach themselves to the outer skin of the fruit, leaves, and branches. Once they are on the fruit, they are nearly impossible to remove. They do not affect the quality, taste, or nutritional value of oranges, but they are ugly to look at. We spend considerable dollars on chemicals, spraying and trapping to prevent these insects from gathering in large populations.



extreme scale covered fruit

It is an art to keep bugs off the fruit. Look hard for it next time you peel an orange.

FRUIT QUALITY



December fruit maturity

Fruit taste, texture, appearance, and overall quality of citrus fruits do not happen by accident. Farming is similar to engineering: there must be a plan, there must be mechanics, and execute on the plan. I spend significant time evaluating the fruit, the nutrition plan, and pest/disease treatments to tailor a budget and plan for each block.

In this picture, the rind is even firm and even in thickness, the segments are uniform, and the fruit is the size of a softball. Plenty of juice, natural sugars, light bite of acidity, and lots of flavor. Not by accident, but by executing.

When quality is matched with quantity, great returns can be achieved.

BUDGETING

As in any business, the budgeting for expenditures and inputs is a requirement for planning purposes. We have created tracking systems that are routinely maintained to keep a running tally of expense and product throughout the year. We evaluate purchases and understand expense to guide decision making throughout the year.



Lockdown time in the office

**Contact us for a free farm budget.
email: info@neufeldag.com**



©2018 Neufeld Ag Inc. | p.o. box 201



[Web Version](#)

[Preferences](#)

[Forward](#)

[Unsubscribe](#)

Powered by
[GoDaddy Email Marketing](#)®