

Growing Fruit is Only Part of a Successful Orchard Business

Walt Rosenberg, Masonville Orchards

Growing fruit is just the start...

- Successful orchard businesses today:
 - Meet customer demands!
 - Sounds easy....but does it really mean...???



Historical/Traditional Orchard Business Model

- Grower \$0.10 per pound
- Packing house \$0.60 per pound
- Distributor \$0.90 per pound
- Retail outlet \$1.00 – 2.00 per pound
 - King Soopers, Wal-Mart, Whole Foods, etc.



Historical/Traditional Orchard Business Model

- Inherent value of fruit is \$2.00 per pound
- Grower is the lowest paid in the value chain BUT
 - Has the highest cost
 - Greatest amount of risk
- Historically dominated by “scale” growers

Own the Customer – Own the Opportunity

- How?
 - Farmers' Markets
 - On Farm Sales
 - CSA's
 - Internet



Skills required that are not typically associated with growing/farming

- Marketing
- Sales – not just fruit
- Logistics/distribution
- People skills
- Technology - internet

Define who you are and what market you are trying to satisfy

- Organic
- Local
- Unique
- Heirloom
- High volume
- Low volume
- Family farm
- Wholesaler
- Retailer
- Nostalgia



Masonville Orchards

- Antique/heirloom/unusual varieties
- High variety – low volume producer
- Multiple sales outlets
- Local and nationwide markets
- For ideas see “Broken Limb, Apples in the Age of Globalization”



When you own the customer...

You own the opportunity!!!

