

TART CHERRY PROFITABILITY

Through Asset Management



- Know Your Environment
- Utilize Resources
- Establish Orchards
- Produce Quality Cherries
- Harvest + Deliver Quality Cherries



Know Your Environment

- Soils
- Weather conditions
- Nutritional needs
- Neighborhoods in which we operate
- Labor environment
- Harvest
 - Winds
 - Water temperature



Utilize Resources

- Meetings and seminars
- Researchers and Extension personnel
- Publications and internet
- Surround yourself with good people
- Non-traditional resources
 - Village leaf disposal
 - Sludge applications
 - Boy Scout projects



New Orchards

- Site – Site – Site
- Land preparation
 - R+R
 - Green manure
 - Possible fumigation
- Planting
 - Modified central leader
 - 110 trees/A (22 x 18)

New Orchard Care

- Yr. 1 Plant, whip with 1 stub
- Yr. 2 Nub whip
- Yr. 3 Select scaffold limb
- Yr. 4 Remove stubs and orient branches
- Yr. 5 Skip pruning
- Yr. 6 Brush out to stiffen scaffolds
- Yr. 7 or 8 Shake cherries

Fruit Quality Challenges

- Soft fruit
- Color
- Wind damage
- Insects
- Diseases

Vigorous Orchards

- Nutrition
- Pesticide program
- Pruning and hedging
- Growth regulators

