Economic consequences of a consumer demanded fruit production (on farm level)

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Introduction
In task 2 of wp 5.3, an IT-model to calculate different economic parameters of fruit production was made. Parameters are costs, returns, gross margin and cost price. Health is the consumer trend for the future. Health means not only healthy components, but also a sustainable way of production and less (or no) residues. With this model, the economic consequences of some new developments of sustainable fruit production are calculated. Hot water treatment also leads to less residues.

Method

Based on an adult Elstar planting (3,000 trees/ha) in The Netherlands, economic consequences are calculated for a new spraying machine (wp 5.1), hot water treatment against storage rot (wp 4.1) as well as for a thinning machine. In cooperation with involved researchers, costs and possible consequences for production (quality, quantity) are fixed and used in the model to compare the calculation with the standard data. For more information about the model see Schreuder et al. 2007. Deliverables D.5.3.2 and D.5.3.3

Results

Results are compared to standard Elstar!

New spraying machine: 0.02€/kg better result (less costs)

Hot water treatment: 0.015 €/kg less result (more costs)

Thinning machine: 0.005 €/kg better results (less labour costs, but quality of production is not yet sure and not calculated).

Interactions with other WPs, Pillars

Interaction with pillar 1 – Based on the trends for fruit consumption (for some consumers the health trend means sustainable produced fruit) the economic consequences of new sustainable developments are calculated
Interaction with pillar 4: data about the hot-water treatment
Interaction with wp 5.1: data about the new spraying machine

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