

OBJECTIVES:

Our objectives are to teach growers, fieldmen, and lenders how to use TEAM to assess economic impact of technology costs and adoption. We are targeting the following topics: wage inflation, orchard establishment sensitivities, establishment time span, yields, packouts and production sensitivities (profit maximization versus cost minimization). Participants in the program will learn how to calculate return on investment (ROI) for specific orchard technologies and practices and the relative impacts of ROI.

METHODS:

Accomplishments to date

July 31-Aug 1, 2007. Norman Suverly and Karen Lewis traveled to Aurora, OR for immersion training by Clark Seavert

December 2007. Washington State Horticultural Annual Meeting, Wenatchee. Team was incorporated in sessions to demonstrate and make economic analysis

December 2007. TEAM demonstration in Pennsylvania

January 11, 2008. Cherry Institute meeting, Yakima. Presentation made to demonstrate TEAM, make economic analysis, and promote workshops

January 24, 2008. Okanogan Horticultural Annual Meeting, Okanogan. TEAM demonstration

January 28-29, 2008. 2008 Fruit School, Wenatchee. Presentations of economic analysis for scenarios related to Competitive Orchard Systems

February 6, 2008. TEAM workshop, Grandview

February, 2008. TEAM demonstration at IFTA meeting in Visalia, CA

March 12 and 13, 2008. TEAM workshops in Wenatchee and Omak, respectively

Various 1-on-1 teaching opportunities with growers

August 5 and 6, 2008. Presented TEAM and the fundamentals of the program to Northwest Farm Credit Lenders in Moses Lake, Pasco, Sunnyside, and Yakima.

October – November 2008 Designed web survey for TEAM workshop participants to evaluate short and medium term outcomes. Results will be summarized in December 2008.

November 20, 2008 TEAM demonstration at Washington State Grape Society annual meeting in Grandview, WA.

December 2008 TEAM demonstrations and economic analysis scenarios for state horticultural meeting and WSU Fruit School.

December to February 2008-09 Hands-on computer workshops were conducted in Pasco (Dec. 16), Grandview (Dec. 17), Yakima (Dec. 18), Wenatchee (Jan. 20), and Omak (Feb. 2).

We provided interactive and step-by-step instruction on the use of A Grower's TEAM software models. Instruction included overview and introduction and then participants could run scenarios using pre-made budgets for various tree fruit crops or participants provided their own budgets.

A spiral bound manual and copy of the software were provided for the workshop attendees.

Outcome: Using an online survey, participants were asked for their level of learning, awareness and knowledge gained.

- 87% stated their knowledge of how inflation, market volatility, and labor efficiencies can increase returns or decrease production cost increased
- 63% stated they understand how to use TEAM to determine the profitability and feasibility of alternative cropping systems, modifying current practices, or implementing technologies
- 88% understand how to use the software as a decision making tool

- 13% stated they can competently set up scenarios to analyze and interpret the output

Another online survey will be e-mailed to evaluate the progress of last year's participants and the outcomes of this year's participants. An evaluation of outcomes will also be mailed to all of those from Washington, who have downloaded the software.

For trademark purposes, A Grower's TEAM is now called AgProfit™ and will be part of a suite of farm management software available through the website named AgTools™ (available in April). AgProfit has some new features along with video imbedded help functions. An online instruction course is being developed and will be piloted this year with Oregon State University. Face-to-face workshops will continued to be provided showcasing the new functions of AgTools™.