

Strawberry Gross Margins calculation with 15 punnet trays

YIELD

Harvest yield (t/ha)	37
Packout %	80%
Marketable yield (t/ha)	29.6
Grams per punnet	250
Punnets per ha	118,400
Plants per ha	37,000
Punnets per plant	3.20
Punnets per carton	15
Cartons per ha	7,893

INCOME

Sale of Fruits	118,400 punnets/ha	@	\$ 1.50 per punnet	\$ 177,600
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VARIABLE COSTS

Tractor Costs

times per year

Boomspraying	36	0.5 hrs/ha	@	\$ 80.00 per hr	\$ 1,440
Mowing	4	1.0 hrs/ha	@	\$ 50.00 per hr	\$ 200

Land Preparation

times per year

Plough	2	3 hrs/ha	@	\$ 50.00 per hr	\$ 300
Rotary Hoe	2	5 hrs/ha	@	\$ 50.00 per hr	\$ 500
Bed Forming	1	6 hrs/ha	@	\$ 50.00 per hr	\$ 300
Fertiliser on Beds	1	8 hrs/ha	@	\$ 50.00 per hr	\$ 400
Rotary Hoe Beds	1	8 hrs/ha	@	\$ 50.00 per hr	\$ 400
Lay Mulch & Fumigation	1	8 hrs/ha	@	\$ 50.00 per hr	\$ 400
Plastic mulch	1	5,000 m/ha	@	\$ 0.25 per m	\$ 1,250
Trickle Tapes	1	5,000 m/ha	@	\$ 0.20 per m	\$ 1,000
Fumigation	1	60 kg/ha	@	\$ 10.00 per kg	\$ 600
Ripping	1	3 hrs/ha	@	\$ 50.00 per hr	\$ 150

Planting

numbers

Plants	37,000 plants/ha	@	\$ 0.30 per plant	\$ 11,100
Planting	25 hrs/ha	@	\$ 110.00 per hr	\$ 2,750

Irrigation

quantity

Water	1.5 ML/ha	@	\$ - per ML	\$ -
Pumping	1.75 ML/ha	@	\$ 350.00 per ML	\$ 613
Irrigation labour	30 hrs/ha	@	\$ 20.00 per hr	\$ 600

Fertiliser

times per year

First Application	1	3,500 kg/ha	@	\$ 0.75 per kg	\$ 2,625
Fertigation	18	25 kg/ha	@	\$ 3.25 per kg	\$ 1,463
Soluble	18	3 kg/ha	@	\$ 20.00 per kg	\$ 1,080
SAP test	1	1 tests/ha	@	\$ 225.00 per test	\$ 225

Pest Control

times per year

Pesticide	12	1.8 L/ha	@	\$ 15.00 per L	\$ 324
Insectide (Vertimec)	4	1.2 L/ha	@	\$ 160.00 per L	\$ 768
Insectide (O-mite)	8	4.8 L/ha	@	\$ 22.00 per L	\$ 845
Fungicide	12	2.4 L/ha	@	\$ 50.00 per L	\$ 1,440
Pred mites	2	8 canisters/ha	@	\$ 80.00 per canister	\$ 640

Weed Control

times per year

Spray Seed	5	2 L/ha	@	\$ 10.00 per L	\$ 100
Weed control manually	2	6 hrs/ha	@	\$ 20.00 per hr	\$ 240

Other Labour Costs	times per year						
Tidying and cutting back	1	8 hrs/ha	@	\$ 20.00	per hr	\$	160
Harvesting	times per year						
Picking	12	8706 trays/ha	@	\$ 5.00	per tray	\$	43,529
Supervising & Transport	12	4 hrs/ha	@	\$ 25.00	per hr	\$	1,200
Cool room costs	1	29.6 tonnes/ha	@	\$ 50.00	per tonne	\$	1,480
Handling/Packing							
Packing		118,400 punnets/ha	@	\$ 0.15	per punnet	\$	17,760
Cartons		7,893 cartons/ha	@	\$ 0.95	per carton	\$	7,499
Punnets (lidded)		118,400 punnets/ha	@	\$ 0.11	per punnet	\$	13,024
Plastic and Labels		118,400 punnets/ha	@	\$ 0.025	per punnet	\$	2,960
Freight/Transport	% sold						
Melbourne market	60%	4,736 cartons/ha	@	\$ 0.50	per carton	\$	2,368
Sydney market	40%	3,157 cartons/ha	@	\$ 0.75	per carton	\$	2,368
Commissions & Levies	% sold						
Melbourne market	60%	\$ 106,560 sales/ha	@	14.0%	of sales income	\$	14,918
Sydney market	40%	\$ 71,040 sales/ha	@	10.0%	of sales income	\$	7,104
Industry levy	100%	\$ 177,600 sales/ha	@	0.5%	of sales income	\$	888

Total Variable Cost **\$ 147,010**

GROSS MARGIN per ha **\$30,590**

Effect of price and yield on Strawberry gross margin								
Gross margin (\$/ha)								
At different prices (\$/punnet)		At different harvest yields (t/ha)						
		22.0	27.0	32.0	37.0	42.0	47.0	52.0
\$	1.20	-\$62,530	-\$43,330	-\$24,130	-\$4,930	\$14,270	\$33,470	\$52,670
\$	1.30	-\$55,490	-\$34,690	-\$13,890	\$6,910	\$27,710	\$48,510	\$69,310
\$	1.40	-\$48,450	-\$26,050	-\$3,650	\$18,750	\$41,150	\$63,550	\$85,950
\$	1.50	-\$41,410	-\$17,410	\$6,590	\$30,590	\$54,590	\$78,590	\$102,590
\$	1.60	-\$34,370	-\$8,770	\$16,830	\$42,430	\$68,030	\$93,630	\$119,230
\$	1.70	-\$27,330	-\$130	\$27,070	\$54,270	\$81,470	\$108,670	\$135,870
\$	1.80	-\$20,290	\$8,510	\$37,310	\$66,110	\$94,910	\$123,710	\$152,510