



University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

Center for Crop Diversification Budget
CCD-BG-3

Highbush Blueberries, Kentucky

Pick Your Own Marketing

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Reviewed by John Strang and Tim Woods, UK Extension Specialists

HIGHBUSH BLUEBERRIES, Kentucky, 2019 (PYO Harvest)

Soil Buildup Year Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
VARIABLE COSTS					
PRODUCTION					
Soil Test	2	assays	\$ 15.00	\$ 30.00	<input type="text"/>
Sulfur	650	pounds	\$ 0.35	\$ 227.50	<input type="text"/>
Herbicide	2	quarts	\$ 9.00	\$ 18.00	<input type="text"/>
Grass Seed	10	lbs	\$ 2.35	\$ 23.50	<input type="text"/>
Fertilizer (10-10-10)	800	lbs	\$ 0.45	\$ 360.00	<input type="text"/>
Variable Machinery Costs	1	acre	\$ 31.29	\$ 35.83	<input type="text"/>
Interest				\$ 20.84	<input type="text"/>
TOTAL PRODUCTION COST				\$ 715.67	<input type="text"/>
RETURN ABOVE VARIABLE COSTS				\$ 715.67	<input type="text"/>
FIXED COSTS					
Fixed Machinery & Equipment Costs	1	acre	\$ 31.47	\$ 31.47	<input type="text"/>
TOTAL FIXED COST				\$ 31.47	<input type="text"/>
TOTAL COSTS				\$ 747.14	<input type="text"/>
RETURN TO OPERATOR LABOR, LAND, CAPITAL, AND MGT.				\$ (747.14)	<input type="text"/>
Operator and Unpaid Family Labor	1.66	hrs	\$ 15.00	\$ 24.90	<input type="text"/>
TOTAL OPERATOR AND UNPAID FAMILY LABOR				\$ 24.90	<input type="text"/>
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ (772.04)	<input type="text"/>

Totals will vary slightly from budget details due to rounding of labor hours.

HIGHBUSH BLUEBERRIES, Kentucky 2019 (PYO Harvest)

Planting Year Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
VARIABLE COSTS					
PRODUCTION					
Herbicide (Burndown)	1	quarts	\$ 9.00	\$ 9.00	
Plants	605	plants	\$ 3.25	\$ 1,966.25	
Peat Moss	14	bales	\$ 25.00	\$ 350.00	
Fertilizer (Ammonium Sulfate)	61	lbs	\$ 0.60	\$ 36.60	
Mulch (Sawdust)	1	acre	\$ 250.00	\$ 250.00	
Herbicide (Planting)	1	lbs	\$ 135.00	\$ 135.00	
Herbicide (Midseason)	2.5	pints	\$ 11.13	\$ 27.83	
Insecticide	2	lbs	\$ 6.60	\$ 13.19	
Seed Grass	10	lbs	\$ 2.35	\$ 23.50	
Fall Herbicide	8	lbs	\$ 14.00	\$ 112.00	
Hired Labor					
Planting & Hoeing	58.00	hours	\$ 12.50		
TOTAL HIRED LABOR	58	hours	\$ 12.50	\$ 725.00	
Irrigation	6	months	\$ 41.33	\$ 248.00	
Variable Machinery Costs	1	acre	\$ 130.76	\$ 130.76	
Interest	1	acre	\$ 120.81	\$ 120.81	
TOTAL PRODUCTION COST				\$ 4,147.95	
RETURN ABOVE VARIABLE COSTS				\$ (4,147.95)	
FIXED COSTS					
Fixed Machinery Costs	1	acre	\$ 48.26	\$ 48.26	
Fixed Costs on Irrigation System	1	year	\$ 257.14	\$ 257.14	
TOTAL FIXED COST				\$ 305.40	
TOTAL COSTS				\$ 4,453.35	
RETURN TO OPERATOR LABOR, LAND, CAPITAL, AND MGT.				\$ (4,453.35)	
Operator and Unpaid Family Labor	10.63	hrs	\$ 15.00	\$ 159.45	
TOTAL OPERATOR AND UNPAID FAMILY LABOR				\$ 159.45	
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ (4,612.80)	

Totals will vary slightly from budget details due to rounding of labor hours.

HIGHBUSH BLUEBERRIES, Kentucky 2019 (PYO Harvest)

Year After Planting Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
VARIABLE COSTS					
PRODUCTION					
Fungicide	5 gallons		\$ 15.18	\$ 75.90	
Fungicide	1 acre		\$ 330.00	\$ 330.00	
Plants (Replantings)	15 plants		\$ 3.25	\$ 48.75	
Fertilizer (Ammonium Sulfate)	122 lbs		\$ 0.60	\$ 73.20	
Herbicide	16 lbs		\$ 14.00	\$ 224.00	
Insecticide	2 lbs		\$ 6.60	\$ 13.19	
Irrigation	6 months		\$ 41.33	\$ 248.00	
Variable Machinery Costs	1 acre		\$ 23.76	\$ 23.76	
Hired Labor					
Hoeing and Flower Removal	5 hours		\$ 12.50	\$ 62.50	
Interest	1 acre		\$ 32.98	\$ 32.98	
TOTAL PRODUCTION COST				\$ 1,132.28	
RETURN ABOVE VARIABLE COSTS				\$ (1,132.28)	
FIXED COSTS					
Fixed Machinery Costs	1 acre		\$ 27.62	\$ 27.62	
Fixed Costs on Irrigation System	1 year		\$ 257.14	\$ 257.14	
TOTAL FIXED COST				\$ 284.76	
TOTAL COSTS				\$ 1,417.05	
RETURN TO OPERATOR LABOR, LAND, CAPITAL, AND MGT.				\$ (1,417.05)	
Operator and Unpaid Family Labor	10.35 hrs		\$ 15.00	\$ 155.25	
TOTAL OPERATOR AND UNPAID FAMILY LABOR				\$ 155.25	
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ (1,572.30)	

Totals will vary slightly from budget details due to rounding of labor hours.

HIGHBUSH BLUEBERRIES, Kentucky 2019 (PYO Harvest)

First Production Year Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
Blueberries--Upick	800 pints		\$ 1.50	\$ 1,200.00	
Blueberries--Wholesale/Retail	200 pints		\$ 2.25	\$ 450.00	
	1000 pts			\$ 1,650.00	
VARIABLE COSTS					
PRODUCTION					
Fungicide	1 acre		\$ 503.38	\$ 503.38	
Fertilizer (Ammonium Sulfate)	193 lbs		\$ 0.60	\$ 115.80	
Herbicide	1 acre		\$ 187.00	\$ 187.00	
Insecticide	1 acre		\$ 23.26	\$ 23.26	
Irrigation	6 months		\$ 41.33	\$ 248.00	
Mulch	1 acre		\$ 250.00	\$ 250.00	
Pest Control	1 year		\$ 220.00	\$ 220.00	
Pollination	1 hive		\$ 100.00	\$ 100.00	
Variable Machinery Costs	1 acre		\$ 44.02	\$ 44.02	
Hired Labor					
Pest Control, Hoeing, Mulching	34 hours		\$ 12.50	\$ 425.00	
Interest	1 acre		\$ 63.49	\$ 63.49	
TOTAL PRODUCTION COST				\$ 2,179.96	
RETURN ABOVE PREHARVEST VARIABLE COSTS				\$ (529.96)	
FIXED COSTS					
Fixed Machinery Costs	1 acre		\$ 50.38	\$ 50.38	
Fixed Costs on Irrigation System	1 year		\$ 257.14	\$ 257.14	
TOTAL FIXED COST				\$ 307.52	
TOTAL PREHARVEST COSTS				\$ 2,487.48	
HARVESTING AND MARKETING					
Hired Labor	8 hours		\$ 12.50	\$ 100.00	
Plastic Clamshells	200 pints		\$ 0.15	\$ 30.00	
Marketing Costs	10% gross		\$ 1,650.00	\$ 165.00	
Total Harvest and Marketing Variable Costs				\$ 295.00	
Total Harvest Costs				\$ 295.00	
TOTAL COSTS				\$ 2,782.48	
Operator and Unpaid Family Labor	38.70 hrs		\$ 15.00	\$ 580.50	
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ (1,712.98)	

Totals will vary slightly from budget details due to rounding of labor hours.

HIGHBUSH BLUEBERRIES, Kentucky 2019 (PYO Harvest)

Second Production Year Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
Blueberries--Upick	2400	pts	\$ 1.50	\$ 3,600.00	
Blueberries--Wholesale/Retail	600	pts	\$ 2.25	\$ 1,350.00	
Totals	3000	pts		\$ 4,950.00	
VARIABLE COSTS					
PRODUCTION					
Fungicide	1	acre	\$ 173.38	\$ 173.38	
Fertilizer (Ammonium Sulfate)	254	lbs	\$ 0.60	\$ 152.40	
Herbicide	1	acre	\$ 187.00	\$ 187.00	
Insecticide	1	acre	\$ 41.46	\$ 41.46	
Irrigation	6	months	\$ 41.33	\$ 248.00	
Pest Control	1	year	\$ 220.00	\$ 220.00	
Pollination	1	hive	\$ 100.00	\$ 100.00	
Variable Machinery Costs	1	acre	\$ 40.14	\$ 40.14	
Hired Labor					
Pest Control, Hoeing	18	hours	\$ 12.50	\$ 225.00	
Interest	1	acre	\$ 41.62	\$ 41.62	
TOTAL PRODUCTION COST				\$ 1,429.00	
RETURN ABOVE PREHARVEST VARIABLE COSTS				\$ 3,521.00	
FIXED COSTS					
Fixed Machinery Costs	1	acre	\$ 45.95	\$ 45.95	
Fixed Costs on Irrigation System	1	year	\$ 257.14	\$ 257.14	
TOTAL FIXED COST				\$ 303.09	
TOTAL PREHARVEST COSTS				\$ 1,732.10	
HARVESTING AND MARKETING					
Hired Labor	24	hours	\$ 12.50	\$ 300.00	
Plastic Clamshells	600	pints	\$ 0.15	\$ 90.00	
Marketing Costs	10%	gross	\$ 4,950.00	\$ 495.00	
Total Harvest and Marketing Variable Costs				\$ 885.00	
Total Harvest Costs				\$ 885.00	
TOTAL COSTS				\$ 2,617.10	
Operator and Unpaid Family Labor	59.95	hrs	\$ 15.00	\$ 899.25	
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ 1,433.65	

Totals will vary slightly from budget details due to rounding of labor hours.

HIGHBUSH BLUEBERRIES, Kentucky 2019 (PYO Harvest)

Third Production Year Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
Blueberries--Upick	4800	pts	\$ 1.50	\$ 7,200.00	
Blueberries--Wholesale/Retail	1200	pts	\$ 2.25	\$ 2,700.00	
TOTALS	6000	pts		\$ 9,900.00	
VARIABLE COSTS					
PRODUCTION					
Fungicide	1	acre	\$ 173.38	\$ 173.38	
Fertilizer (Ammonium Sulfate)	315	lbs	\$ 0.60	\$ 189.00	
Herbicide	1	acre	\$ 187.00	\$ 187.00	
Insecticide	1	acre	\$ 41.46	\$ 41.46	
Irrigation	6	months	\$ 41.33	\$ 248.00	
Mulch	1	acre	\$ 125.00	\$ 125.00	
Pest Control	1	year	\$ 220.00	\$ 220.00	
Pollination	1	hive	\$ 100.00	\$ 100.00	
Variable Machinery Costs	1	acre	\$ 44.02	\$ 44.02	
Hired Labor					
Pest Control, Hoeing, Mulching	26	hours	\$ 12.50	\$ 325.00	
Interest	1	acre	\$ 49.59	\$ 49.59	
TOTAL PRODUCTION COST				\$ 1,702.45	
RETURN ABOVE PREHARVEST VARIABLE COSTS				\$ 8,197.55	
FIXED COSTS					
Fixed Machinery Costs	1	acre	\$ 50.38	\$ 50.38	
Fixed Costs on Irrigation System	1	year	\$ 257.14	\$ 257.14	
TOTAL FIXED COST				\$ 307.52	
TOTAL PREHARVEST COSTS				\$ 2,009.97	
HARVESTING AND MARKETING					
Hired Labor	48	hours	\$ 12.50	\$ 600.00	
Plastic Clamshells	1200	pints	\$ 0.15	\$ 180.00	
Marketing Costs	10%	gross	\$ 9,900.00	\$ 990.00	
Refrigeration Costs	30	days	\$ 1.22	\$ 36.60	
Total Harvest and Marketing Variable Costs				\$ 1,806.60	
Fixed cost of refrigeration system	1	year	\$ 550.00	\$ 550.00	
Total Harvest Costs				\$ 2,356.60	
TOTAL COSTS				\$ 4,366.57	
Operator and Unpaid Family Labor	67.95	hrs	\$ 15.00	\$ 1,019.25	
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ 4,514.18	

Totals will vary slightly from budget details due to rounding of labor hours.

HIGHBUSH BLUEBERRIES, Kentucky 2019 (PYO Harvest)

Full Production Year Summary

	Quantity	Unit	\$/Unit	Total	Your Estimate
GROSS RETURNS					
Blueberries--Upick	6800	pts	\$ 1.50	\$ 10,200.00	
Blueberries--Wholesale/Retail	1700	pts	\$ 2.25	\$ 3,825.00	
TOTALS	8500	pts		\$ 14,025.00	
VARIABLE COSTS					
PRODUCTION					
Fungicide	1	acre	\$ 173.38	\$ 173.38	
Fertilizer (Ammonium Sulfate)	376	lbs	\$ 0.60	\$ 225.60	
Herbicide	1	acre	\$ 187.00	\$ 187.00	
Insecticide	1	acre	\$ 41.46	\$ 41.46	
Irrigation	6	months	\$ 41.33	\$ 248.00	
Mulch	1	acre	\$ 125.00	\$ 125.00	
Pest Control	1	year	\$ 220.00	\$ 220.00	
Pollination	1	hive	\$ 100.00	\$ 100.00	
Variable Machinery Costs	1	acre	\$ 44.02	\$ 44.02	
Hired Labor					
Pest Control, Hoeing, Mulching	26	hours	\$ 12.50	\$ 325.00	
Interest	1	acre	\$ 50.68	\$ 50.68	
TOTAL PRODUCTION COST				\$ 1,740.15	
RETURN ABOVE PREHARVEST VARIABLE COSTS				\$ 12,284.85	
FIXED COSTS					
Fixed Machinery Costs	1	acre	\$ 50.38	\$ 50.38	
Fixed Costs on Irrigation System	1	year	\$ 257.14	\$ 257.14	
TOTAL FIXED COST				\$ 307.52	
TOTAL PREHARVEST COSTS				\$ 2,047.67	
HARVESTING AND MARKETING					
Hired Labor	68	hours	\$ 12.50	\$ 850.00	
Plastic Clamshells	1700	pints	\$ 0.15	\$ 255.00	
Marketing Costs	10%	gross	\$ 14,025.00	\$ 1,402.50	
Refrigeration Costs	30	days	\$ 1.22	\$ 36.60	
Total Harvest and Marketing Variable Costs				\$ 2,544.10	
Fixed cost of refrigeration system	1	year	\$ 550.00	\$ 550.00	
Total Harvest Costs				\$ 3,094.10	
TOTAL COSTS				\$ 5,141.77	
Operator and Unpaid Family Labor	67.95	hrs	\$ 15.00	\$ 1,019.25	
RETURN TO LAND, CAPITAL, AND MANAGEMENT				\$ 7,863.98	

Totals will vary slightly from budget details due to rounding of labor hours.