



Farming Priorities:

Quality

- Whole crop
 - No disease damage
 - No pest damage
 - No nutrient deficiencies
- Optimal individual crop size
- Balanced sugars
- High water content

Value

- Popular crop with established clientele
- Clientele is capable of buying
- Meets or exceeds expectations of buyers
- Harvest time = highest demand time

High-Quantity

- Crop has high output for low input
 - Water
 - Seed
 - Maintenance
 - Harvest costs
 - Storage cost
 - Transportation cost
 - How long does it stay good
- Time from plant to harvest

Sustainability

- Time/cost to rejuvenate land after harvest
- Cost of replenishment chemicals/materials