

# MEETINGS

A practical alternative to work



# Monitoring Tools for Shorter Term Objectives

- Why monitor at all?
- What to monitored?
- How often?
- How do we know the tools are successful?



**I still miss my ex.**

but my aim is getting better!

Question:

**Which is worse, Ignorance or Apathy?**

Answer:

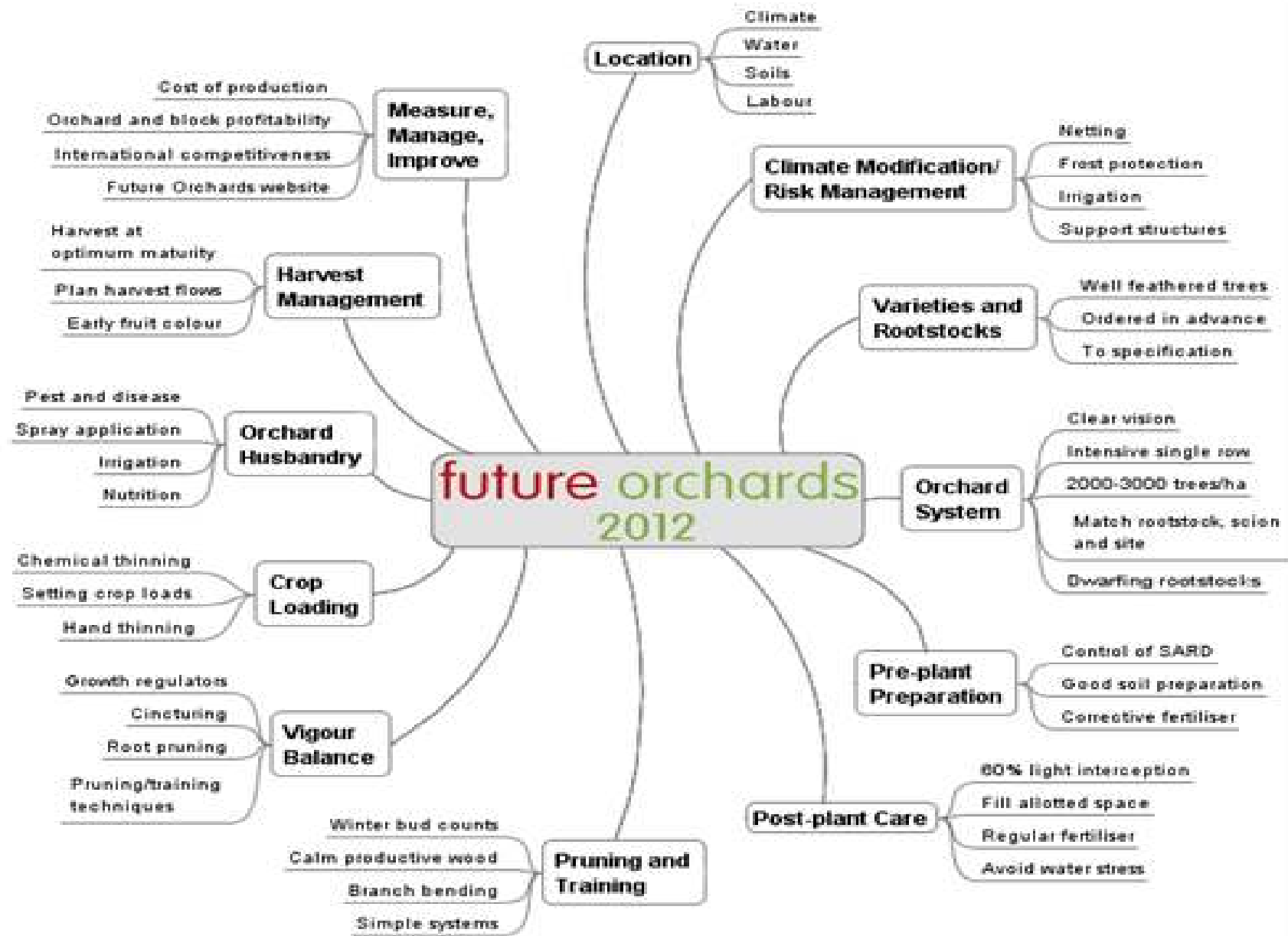
**I don't know and I don't care.**

My short-term memory is not as sharp as it used to be.  
Also, my short-term memory's not as sharp as it used to be.



money isn't everything,  
but it sure keeps the kids in touch.





# Monitoring Tools

## Production

- Set right targets
- Staff deliver to targets
- Other factors influencing production
  - Irrigation, nutrition, tree growth, etc

## Production Costs

- Labour, chemicals, packing etc

## Income



# Production

- Important
- How far to push targets
- Must be right kind
  - Variety, size & quality

Tree View



2004 Cripps Pink, photo 2008

Tree View



2005 Cripps Pink, photo 2009



Tree View



Cripps Pink photo 2007

Tree View



Cripps Pink photo 2009

# Production Plan

Variety & Block	Tree No.	Nett Ha	Winter Buds	Buds per Fruit	Est. Picked fruit /tree	Audit	Est. Fruit Size	Bins	T/HA
Jazz A	2138	1.0	248	1.5	165	242	105	102	60
Jazz B	5559	2.1	270	1.5	180	290	110	291	78
Pink Lady	2647	1.0	324	1.8	180	330	100	101	86
Fuji	5804	2.8	259	1.4	185	265	90	487	76

Example of bud numbers and production targets per tree.



# Pruning

- Target crop load
- Enough winter buds
- Plenty of light
- Good quality grey wood
- Consistency between pruners
- “Audit” pruners and “Audit the Auditors” regularly- owners/managers job.

(Refer June 2007 FO2012 handout)



# Production Plan

- Auditing to check “on-course”
- Adjust at time, not later!
- Monitoring provides fewer “surprises”

# Monitoring

- Record into notebooks
  - Transfer to production summary
- Write onto tape hanging in trees
  - identify for future reference e.g., at chemical thinning time, hand thinning etc.

Everyone should understand Bud Quality?



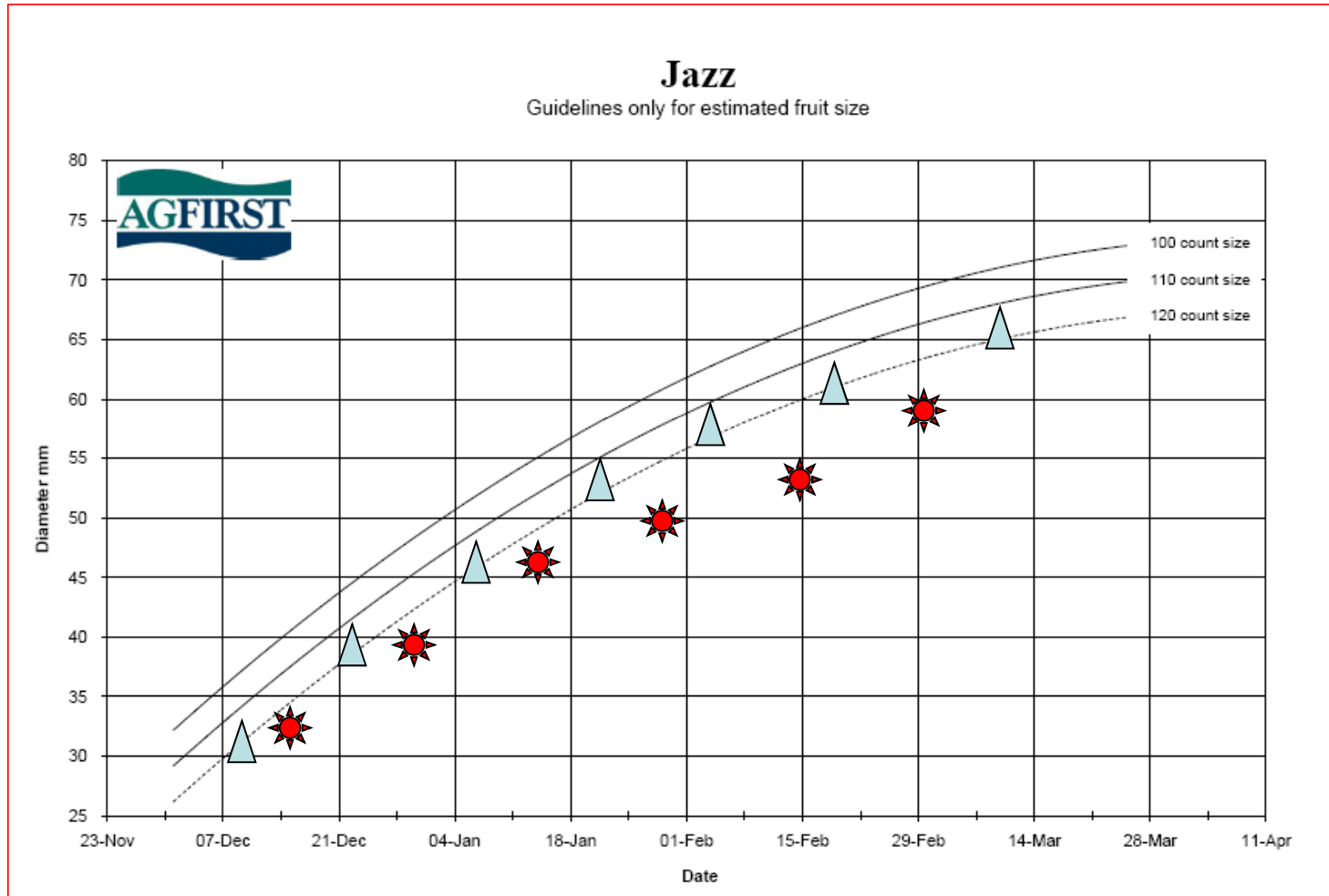
**Open trees, calm grey wood  
min. intervention, very fruitful  
achieving bud targets = t/ha**



# Other Production Monitoring

- Chemical thinning easier e.g., ATS
- Hand thinning
- Again “no surprises”
- Know your target = fruit /tree

# Fruit Size



Example of a Jazz Fruit Growth Curve for Nelson NZ.







**Root ripped = calm trees & light.**

# Other Production Monitoring

- Pickers
- Packhouse



# Production Costs

- 2007 start of F02012 growers fixated on costs-!
  - Often to detriment of “**profit**”!
- Focus changed to tree growth & production
- Now time to review costs of production
  - 2008 APAL Financial analysis



# Grower case study

	/Ha Grower 1	/Ha Grower 2	/Kg Grower 1	/Kg Grower 2
<b>Wages costs</b>				
Pruning	\$ 2,514	\$ 5,212	\$ 0.077	\$ 0.084
Thinning	\$ 1,760	\$ 3,547	\$ 0.054	\$ 0.057
Harvesting	\$ 3,520	\$ 9,485	\$ 0.108	\$ 0.153
Other Wages	\$ 7,213	\$ 17,111	\$ 0.222	\$ 0.275
<b>Total</b>	<b>\$ 15,008</b>	<b>\$ 35,355</b>	<b>\$ 0.462</b>	<b>\$ 0.567</b>
<b>Post Harvest costs</b>				
Packing	\$ 6,045	\$ 10,719	\$ 0.186	\$ 0.173
Packaging	\$ 5,079	\$ 7,129	\$ 0.156	\$ 0.115
Coolstorage	\$ 1,549	\$ 3,737	\$ 0.048	\$ 0.060
<b>Total (incl other costs)</b>	<b>\$ 14,919</b>	<b>\$ 21,585</b>	<b>\$ 0.459</b>	<b>\$ 0.348</b>
<b>Operating costs</b>				
Sprays & chemicals	\$ 2,852	\$ 4,982	\$ 0.088	\$ 0.080
Fertiliser	\$ 429	\$ 1,067	\$ 0.013	\$ 0.017
<b>Production</b>				
Gross Yield	32,500	62,000		

Grower Case Study of main costs by hectares and kilograms of fruit



# Grower case study

	/Ha Grower 1	/Ha Grower 2	/Kg Grower 1	/Kg Grower 2
<b>Wages costs</b>				
Pruning	\$ 2,514	\$ 5,212	\$ 0.077	\$ 0.084
Thinning	\$ 1,760	\$ 3,547	\$ 0.054	\$ 0.057
Harvesting	\$ 3,520	\$ 9,485	\$ 0.108	\$ 0.153
Other Wages	\$ 7,213	\$ 17,111	\$ 0.222	\$ 0.275
<b>Total</b>	<b>\$ 15,008</b>	<b>\$ 35,355</b>	<b>\$ 0.462</b>	<b>\$ 0.567</b>
<b>Post Harvest costs</b>				
Packing	\$ 6,045	\$ 10,719	\$ 0.186	\$ 0.173
Packaging	\$ 5,079	\$ 7,129	\$ 0.156	\$ 0.115
Coolstorage	\$ 1,549	\$ 3,737	\$ 0.048	\$ 0.060
<b>Total (incl other costs)</b>	<b>\$ 14,919</b>	<b>\$ 21,585</b>	<b>\$ 0.459</b>	<b>\$ 0.348</b>
<b>Operating costs</b>				
Sprays & chemicals	\$ 2,852	\$ 4,982	\$ 0.088	\$ 0.080
Fertiliser	\$ 429	\$ 1,067	\$ 0.013	\$ 0.017
<b>Production</b>				
Gross Yield	32,500	62,000		

Grower Case Study of main costs by hectares and kilograms of fruit



# Grower case study

	/Ha Grower 1	/Ha Grower 2	/Kg Grower 1	/Kg Grower 2
<b>Wages costs</b>				
Pruning	\$ 2,514	\$ 5,212	\$ 0.077	\$ 0.084
Thinning	\$ 1,760	\$ 3,547	\$ 0.054	\$ 0.057
Harvesting	\$ 3,520	\$ 9,485	\$ 0.108	\$ 0.153
Other Wages	\$ 7,213	\$ 17,111	\$ 0.222	\$ 0.275
<b>Total</b>	<b>\$ 15,008</b>	<b>\$ 35,355</b>	<b>\$ 0.462</b>	<b>\$ 0.567</b>
<b>Post Harvest costs</b>				
Packing	\$ 6,045	\$ 10,719	\$ 0.186	\$ 0.173
Packaging	\$ 5,079	\$ 7,129	\$ 0.156	\$ 0.115
Coolstorage	\$ 1,549	\$ 3,737	\$ 0.048	\$ 0.060
<b>Total (incl other costs)</b>	<b>\$ 14,919</b>	<b>\$ 21,585</b>	<b>\$ 0.459</b>	<b>\$ 0.348</b>
<b>Operating costs</b>				
Sprays & chemicals	\$ 2,852	\$ 4,982	\$ 0.088	\$ 0.080
Fertiliser	\$ 429	\$ 1,067	\$ 0.013	\$ 0.017
<b>Production</b>				
Gross Yield	32,500	62,000		

Grower Case Study of main costs by hectares and kilograms of fruit



# Grower case study

	/Ha Grower 1	/Ha Grower 2	/Kg Grower 1	/Kg Grower 2
<b>Wages costs</b>				
Pruning	\$ 2,514	\$ 5,212	\$ 0.077	\$ 0.084
Thinning	\$ 1,760	\$ 3,547	\$ 0.054	\$ 0.057
Harvesting	\$ 3,520	\$ 9,485	\$ 0.108	\$ 0.153
Other Wages	\$ 7,213	\$ 17,111	\$ 0.222	\$ 0.275
<b>Total</b>	<b>\$ 15,008</b>	<b>\$ 35,355</b>	<b>\$ 0.462</b>	<b>\$ 0.567</b>

<b>Post Harvest costs</b>				
Packing	\$ 6,045	\$ 10,719	\$ 0.186	\$ 0.173
Packaging	\$ 5,079	\$ 7,129	\$ 0.156	\$ 0.115
Coolstorage	\$ 1,549	\$ 3,737	\$ 0.048	\$ 0.060
<b>Total (incl other costs)</b>	<b>\$ 14,919</b>	<b>\$ 21,585</b>	<b>\$ 0.459</b>	<b>\$ 0.348</b>

<b>Operating costs</b>				
Sprays & chemicals	\$ 2,852	\$ 4,982	\$ 0.088	\$ 0.080
Fertiliser	\$ 429	\$ 1,067	\$ 0.013	\$ 0.017

<b>Production</b>				
Gross Yield	32,500	62,000		

Grower Case Study of main costs by hectares and kilograms of fruit



# Grower case study

	/Ha Grower 1	/Ha Grower 2	/Kg Grower 1	/Kg Grower 2
<b>Wages costs</b>				
Pruning	\$ 2,514	\$ 5,212	\$ 0.077	\$ 0.084
Thinning	\$ 1,760	\$ 3,547	\$ 0.054	\$ 0.057
Harvesting	\$ 3,520	\$ 9,485	\$ 0.108	\$ 0.153
Other Wages	\$ 7,213	\$ 17,111	\$ 0.222	\$ 0.275
<b>Total</b>	<b>\$ 15,008</b>	<b>\$ 35,355</b>	<b>\$ 0.462</b>	<b>\$ 0.567</b>
<b>Post Harvest costs</b>				
Packing	\$ 6,045	\$ 10,719	\$ 0.186	\$ 0.173
Packaging	\$ 5,079	\$ 7,129	\$ 0.156	\$ 0.115
Coolstorage	\$ 1,549	\$ 3,737	\$ 0.048	\$ 0.060
<b>Total (incl other costs)</b>	<b>\$ 14,919</b>	<b>\$ 21,585</b>	<b>\$ 0.459</b>	<b>\$ 0.348</b>
<b>Operating costs</b>				
Sprays & chemicals	\$ 2,852	\$ 4,982	\$ 0.088	\$ 0.080
Fertiliser	\$ 429	\$ 1,067	\$ 0.013	\$ 0.017
<b>Production</b>				
Gross Yield	32,500	62,000		

Grower Case Study of main costs by hectares and kilograms of fruit





# Grower case study

	/Ha Grower 1	/Ha Grower 2	/Kg Grower 1	/Kg Grower 2
<b>Wages costs</b>				
Pruning	\$ 2,514	\$ 5,212	\$ 0.077	\$ 0.084
Thinning	\$ 1,760	\$ 3,547	\$ 0.054	\$ 0.057
Harvesting	\$ 3,520	\$ 9,485	\$ 0.108	\$ 0.153
Other Wages	\$ 7,213	\$ 17,111	\$ 0.222	\$ 0.275
<b>Total</b>	<b>\$ 15,008</b>	<b>\$ 35,355</b>	<b>\$ 0.462</b>	<b>\$ 0.567</b>

<b>Post Harvest costs</b>				
Packing	\$ 6,045	\$ 10,719	\$ 0.186	\$ 0.173
Packaging	\$ 5,079	\$ 7,129	\$ 0.156	\$ 0.115
Coolstorage	\$ 1,549	\$ 3,737	\$ 0.048	\$ 0.060
<b>Total (incl other costs)</b>	<b>\$ 14,919</b>	<b>\$ 21,585</b>	<b>\$ 0.459</b>	<b>\$ 0.348</b>

<b>Operating costs</b>				
Sprays & chemicals	\$ 2,852	\$ 4,982	\$ 0.088	\$ 0.080
Fertiliser	\$ 429	\$ 1,067	\$ 0.013	\$ 0.017

<b>Production</b>				
Gross Yield	32,500	62,000		

Grower Case Study of main costs by hectares and kilograms of fruit



# Production v Costs

Which would you prefer?

Increase production or decrease costs  
once production is achieved?

Focus on the important things first, then  
thru monitoring adjust and change.



# Income

- Financial analyse survey highlighted many growers not monitoring income regularly.
- Is this important- you bet!
- No coincidence that the better growers know where the costs lie and where the income comes from (80:20 rule).
- Overtime build up patterns and trends helpful to business planning.



# Summary - Monitoring Tools

## Production

- Set right targets
- Staff deliver to targets
- Monitor and include other important factors influencing production

## Production Costs

- Focus on the main costs of labour, chemicals, packing etc

## Income

- Be watchful of costs but more watchful of income.
- It's the price that counts.



A Doctor was addressing a large audience ...

*The material we put into our stomachs is enough to have killed most of us sitting here, years ago. Red meat is awful. Soft drinks corrode your stomach lining.. Chinese food is loaded with MSG. High fat diets can be disastrous, and none of us realizes the long-term harm caused by the germs in our drinking water. However, there is one thing that is the most dangerous of all and we all have eaten, or will eat it. Can anyone here tell me what food it is that causes the most grief and suffering for years after eating it?'*

After several seconds of quiet, a 75-year-old man in the front row raised his hand, and softly said,

**'Wedding Cake.'**

