

# Discussion on Emerging Organic and Natural Markets



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University of Georgia  
Tifton, Georgia



# Overview

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- Organic Vegetable Project
- Organic Blueberry Project



# MALTAG Organic Vegetable, 2007: Source of funding

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- Southern Region Risk Management Education Center,  
Texas Cooperative Extension  
1229 North U.S. Highway 281  
Stephenville, TX 76401  
<http://srrme.tamu.edu/>  
Phone: 254-968-4144  
FAX: 254-965-3759
- **Total amount requested:** \$49,950



# MALTAG'S Objectives:

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- What is MALTAG?
- Denotes the six states that participate in the project-- Mississippi, Arkansas, Louisiana, Tennessee, Alabama, and Georgia
- Builds on the synergies of each state's Land-Grant university using each institutions' agricultural economists and horticulturalists,
- Develops regional multi-state enterprise budgets for fruit and vegetable crops for the southeastern production region,
- Uses the Mississippi State Budget Generator (MSBG) database to standardize estimation methodologies and production system specifications across the targeted region.



# Regional Enterprise Budgets for Organic Vegetable Crops

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- Budgeting and cash flow analysis are integral parts of planning and risk management for agricultural producers.
- Enterprise budgets are the basic building blocks to this evaluative process.
- The inter-disciplinary regional project includes six states and provides business planning resources to an underserved audience, specialty crop producers.



# MALTAG Project Members and Collaborators, 2007

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- Esendugue Greg Fonsah, University of Georgia: Project Director
- John Black, Mississippi State University: Co-Project Director
- Ronald L. Rainey, University of Arkansas
- Deacue Fields, Auburn University
- Charles Hall, University of Tennessee, and
- Roger Hinson, Louisiana State University
- Clark Garland, University of Tennessee
- James Boudreaux, Louisiana State University
- David Nagel, Mississippi State University
- Joe Kemble, Auburn University - Collaborator



# Target/interest Groups

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- **Farmers, lending institutions, state/federal service providers, agricultural support industries, educators, and legal advisors are all interested in the cost estimates and resource needs outlined in budgets.**
- **Additionally, demands from these audiences for specialty enterprise budgets are increasing as farmers search for effective diversification strategies.**



# Past Accomplishment

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- In 2006, the project expanded business planning resources for horticultural producers by updating fifteen existing budgets with current prices, production practices, and technology.
- The project also led to the development of cost estimates for five new enterprises which included two separate blueberry, pepper, pumpkins, and strawberry multi-state budgets. The budgets are available in printed publication or on the MALTAG website:
- <http://www.agecon.msstate.edu/research/malta/index.php>



# MALTAG WEBSITE:



Department of  
Agricultural Economics

Mississippi  
Alabama  
Louisiana  
Tennessee  
Arkansas



## Featured Links



**W**elcome to the MALTA system, your one-stop source for all information on Vegetable production in the states of Mississippi, Alabama, Louisiana, Tennessee and Arkansas.

The main aim of this site is to be a central resource for vegetable production information and as such will contain links to the relevant sites of the respective states.

At the present time, this site is under constant modification with new information appearing on a daily basis. If you do not find what you are looking for, please come back later.

You can either click on the state in the map below or select the state in the list shown in the right column.



For more information about this project, contact [John Black](#) at:  
Office: 318 Lloyd Ricks  
Address: Box 5187, Mississippi State, MS 39762  
Phone: (662) 325-7989  
Fax: (662) 325-8777  
Email: [black@agecon.msstate.edu](mailto:black@agecon.msstate.edu)



## State Specific Links

[Mississippi](#)

[Alabama](#)

[Louisiana](#)

[Tennessee](#)

[Arkansas](#)





# Organic Blueberry Project: Funded by CSREES Grant.

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- CSREES Competitive Grant.
- Amount: \$365,000

# Organic Blueberry Grant Project



# Organic Blueberry Joint Project Between UGA and UF



# Pine Straw Cultivation Technique



# Pine Bark Cultivation Technique



# Peanut Hull Cultivation Technique



# Ground Cover or Landscape Fabric Mulch Cultivation Technique





# Kristy Plattner: Graduate Student, Dept of Ag & Applied Economics, UGA



# White Plastic Cultivation Technique



# Pine Straw Cultivation Technique





# Objectives of Organic Blueberry Trials

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- Weed control trials using various mulches and mechanical weeding.
- Plant productivity in response to organic fertilizers.
- Organic weed and pest control compound
- Utilize field data to determine the optimal production method, using simulation-optimization programming techniques and stochastic dominance analysis.



# Participants: University of Georgia

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- Esendugue Greg Fonsah – Ag-Economist
- Gerard Krewer – Horticulturist
- Harald Scherm - Plant Pathologist
- Kristy Plattner – Graduate Student –Ag-Economist



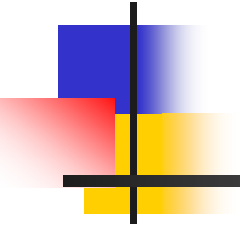
# Participants: University of Florida

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- Peter C. Anderson – Horticulturist
- Oscar Liburd - Entomologist
- Moukaram Tertuliano – Post Doctoral Entomologist

# THANK YOU

# QUESTIONS?



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