

DO NOT LEAVE EVENT AREA
2014 Ag Sales CDE
Individual Sales Situation
Judges Copy

Scenario 1- Customer #3:

You as a Judge are:

Annie's Fruit and Nuts is located in San Joaquin Valley of California. This year they are replanting 60 acres of apple, 60 acres of cherries, and 20 acres of pecans. They sell mostly fresh eating apples, fresh eating cherries, and oil producing pecans.

Annie has rethought her plans and has developed a relationship with Sara Lee to send them apples for their pies. You have decided to cut out the 20 acres of pecans and put them into apples.

You are still growing the 60 acres of fresh eating cherries but now want to move your production to acres to 40 acres of eating apple and 40 acres of pie apples.

You are looking for dwarf or semi- dwarf trees to allow for higher production per acre.

We would be interested in a product to help the fruit ripen all at the same time. You would like to harvest in 15 to 20 acre stages.

Last year, we had a problem with Japanese Beetles in the Cherries and apples.

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Scenario 2- New 100 acre orchard -

You as a Judge are:

Have recently acquired 100 acres and some inheritance and are starting an orchard in upstate New York in honor of your grandpa. Your original plan was to grow them organically and sell at New England Farmer's markets. The rest of the apples you have a contract to make your family's applesauce recipe at a local plant. However, you have been approached by the plant and have different market options now.

The plant that is making your family applesauce label has changed its sales projection and will need more apples than originally projected to fulfill the potential sales.

The same company needs cherries to process for cherry syrup to fulfill their orders for the snow- cone company. They have offered you a contract to produce cherries as well.

You have changed your plan from selling to Farmers Markets to produce for processing alone. Due to when the processing plant needs your produce are interested in a growth inhibitor.