Commercial Vegetable Production Update
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Ohio
• 35th in area, 7th in population
• urban percentage growing
• major agricultural identity
  … leading employer in state
  … 8th in number of farms
  … top 10 rank in several crops

Cleveland Area Foodshed
• 7-county area around Cleveland
  … $6.8 billion spent annually on food
  … increasing percentage of supplied by farms in OH and region

Commercial Vegetable Production in Ohio*
2,440 farms; 35,556 acres
sales of $133.8 mil

*USDA NASS 2012 Ag Census; likely incomplete
Commercial Vegetable Production Settings and Systems

- rural
- small
- ORG
- focused

- urban
- large
- CNV
- diversified

Commercial Vegetable Production Settings and Markets

- fresh market
- wholesale
- retail
- other
- field
- high tunnel
- greenhouse
- many crops

http://www.ruaf.org/
Examples of areas in, items for which operators may seek help.

In the Next 10 Minutes …
Five Major Stages of Commercial Vegetable Production
1. Before Planting
2. Planting
3. Planting-Harvest
4. Harvest
5. After Harvest

Themes
1. Climate (Variability, Challenges)
2. Market Penetration, Maintenance
3. Food Safety

Climate Projections for Ohio 2030
-present day ...
-Summer S. IL
-Winter W. VA.
Most vegetables are often ~90% water and weak-rooted. Even short interruptions of water can have devastating consequences. **Irrigation is essential.**
Irrigation Methods
Will water be delivered from above the foliage or below it?
Themes
1. Climate (Variability, Challenges)
2. Market Penetration, Maintenance
3. Food Safety

Fall to Spring Sales
New, different …
• structures
• equipment
• materials and supplies
• marketing

Maintain year-round connections with customers, partners
Themes

1. Climate (Variability, Challenges)
2. Market Penetration, Maintenance
3. Food Safety

Influences every aspect of production, handling, distribution, and marketing. Meeting market expectations demands investments in numerous tangible and intangible resources.

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QUESTIONS?