

Realizing the Economic Potential of Citrus Mechanical Harvesting

**Citrus Mechanical Harvesting Workshop
and Field Day**

Fritz Roka

University of Florida - IFAS

Immokalee, FL

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Today

Hand harvest, pick & roadside

Brazil: < 50¢

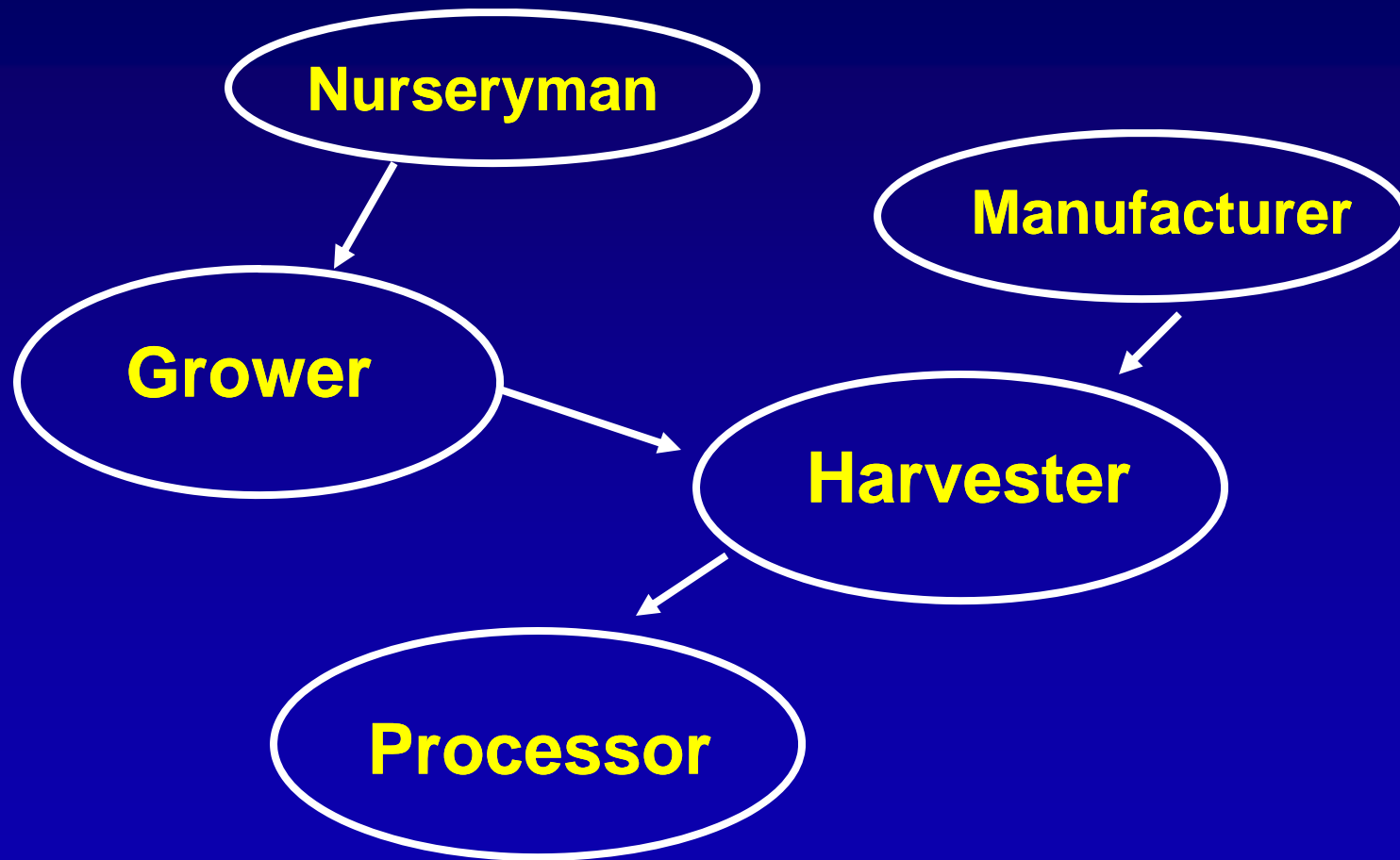
Florida: \$1.50 - \$1.70

Tomorrow's Goal

Pick & roadside costs:

Florida: < 75¢

Industry Players



Push machine capacity

BX/HR

**better groves,
higher recovery**

HR/DAY

**acreage
more trailers**

DAY/YEAR

**acreage
load allocations
abscission**

Push machine capacity

$$\text{BX/HR} * \text{HR/DAY} * \text{DAY/YEAR} \\ = \text{BOXES/YEAR}$$

Multiplicative impacts

Top 5 Impediments to Adoption

(5= least, 1=most important
Roka's opinion)

5. Concern for tree productivity/health
4. Cost of grove prep
3. More equipment options & improvements
2. Sufficient load allocations
1. The “Late Season” Problem