Profitable Greenhouse Production of Local Produce
Joyce Latimer, Virginia Cooperative Extension

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U.S. Greenhouse Vegetable Production

- More produce offered in schools
- More demand by restaurants for high quality and locally grown produce
- Consumers want clean and safe produce
- More demand for local production

Today’s Program

- Introduction
- Greenhouse Structures
- Greenhouse Production
- High Tunnel Construction & Crop Production
- Lunch – Production Q&A
- Marketing
- Pest Management
- Profitability
- Summary (Food Safety) – Q&A

U.S. Greenhouse Vegetable Production

- 53% growers surveyed said that greenhouse vegetables account for one-quarter or less of their production area
- 97% plan to expand greenhouse vegetable production
- 84% are marketing within 100 miles of greenhouse
- 60% less than 5 acres under cover
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**Produce Grower Survey — Major Markets**
- 35% independent garden centers
- 28% other growers
- 26% restaurants
- 24% grocery, retail
- 20% produce wholesalers
- 8% mass market

**Top Crops**

- **Pepper**
  - "Quality equals appearance." Jeff Fairchild, Produce Director for New Seasons Market, Portland, OR

- **Cucumber**
  - Primarily English cucumbers but increasing volume of baby or mini-cucumbers

- **Lettuces**
  - Growing market for produce, especially for local markets

**Top Crops**

- **Tomato**
  - More than 50% tomatoes sold at retail are greenhouse grown
  - "The future of the industry lies in providing interesting, flavorful, unique alternatives to consumers." Chris Veillon, marketing manager, Mastronari Produce, Ltd., Kingsville, ON, Canada
  - "Flavor is something we actively seek out in order to create a more premium tomato product." Mark Casius, VP Sales, Eurofresh Farms, Wilcox, AZ

**Our Goal Today**

- To give you the basic information
  - Greenhouse/high tunnel selection & construction
  - Crop selection and production
  - Marketing your produce
  - Pest management on edible crops
  - Profitability
- Introduce you to resources
  - Virginia Cooperative Extension – county agent and state specialists
  - VDACS
  - Resources list
  - VFGA’s Greenhouse Operator’s Training Manual (cd)
    - www.hort.vt.edu/floriculture/VFGA
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Let’s Get Started!!

For more information
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