

Lessons learned in 30 years of growing blackberries and raspberries

Ervin Lineberger
Killdeer Farms
Kings Mountain, NC

What is Killdeer Farms?



Do...

- ⦿ Make sure of market before planting!



Do...

Have positive answers to these questions:

- ⊗ Do I really want to grow caneberries?
- ⊗ Do I have labor available?
- ⊗ Do I have water for irrigation?
- ⊗ Do I have financial resources available?

Do...

- ⊗ Pick the right varieties for the location and market



Do...

- ⊗ Start slow and grow



Do...

Form Alliances:

- ⦿ For advice
- ⦿ For a sympathetic ear
- ⦿ For talking shop



Do...

Train the workforce



Do...

- ❁ Focus on consumers (Direct Marketing)



Do...

Focus on the consumers (Indirect Marketing)



Do...

Trellis and train for:

- ⦿ Yield
- ⦿ Fruit Quality
- ⦿ Economy
- ⦿ Planting Longevity
- ⦿ Characteristics of Variety





Do...

Reinvest for Improvement



Don't...

Plant before you are Ready



Don't...

Purchase plants because they are cheap



Don't...

Plant in a weed patch



Don't...

- ❁ Mix clamshell production with U-Pick



Don't...

- ❁ Oversell to buyers and marketers



Don't...

Handicap your workers...

Your job is to help them do their jobs!



Don't...

⊗ Compromise on Quality



Don't...

Ignore the value of records

LINEBERGER'S KILLDEER FARM

PAGE 1

BLACKBERRY DAILY PRODUCTION

YEAR: 2013

Day SUN.

Date 6/30

Time Start: 6:15

Time End: 12:35

| Lot #: <u>8201</u> | | | | | Lot #: <u>8213</u> | | | | |
|----------------------------|------------------|--------|-------|--------|-----------------------|------------------|---------|-------|--------|
| Field #: <u>01</u> | | | | | Field #: <u>13</u> | | | | |
| Pay Rate: <u>6.00</u> | | | | | Pay Rate: <u>6.00</u> | | | | |
| No. & Name | Container: 6 oz. | 12 oz. | 2 qt. | 5 gal. | No. & Name | Container: 6 oz. | 12 oz. | 2 qt. | 5 gal. |
| 1 Jesus Guzman | 1 IIII | = 5 | | | 1 IIII | + 11 | = 5.92 | | |
| 2 Rafael Zavala | 2 IIII II | = 7 | | | 2 IIII IIII | = 9 | | | |
| 3 Rodolfo Zavala | 3 IIII I | = 6 | | | 3 IIII IIII | = 9 | | | |
| 4 Luis Lopez | 4 IIII II | = 7 | | | 4 IIII IIII | = 9 | | | |
| 5 Jaime A Alcaraz-Z | 5 IIII | = 5 | | | 5 IIII IIII | = 9 | | | |
| 6 Yolanda Zavala | 6 IIII I | = 6 | | | 6 IIII IIII | = 9 | | | |
| 7 Isabel M Zavala | 7 IIII | = 5 | | | 7 IIII II | = 7 | | | |
| 8 J Luis Gonzales | 8 IIII I | = 6 | | | 8 IIII IIII | = 9 | | | |
| 9 Solomon R Garcia | 9 IIII | = 5 | | | 9 IIII II | = 7 | | | |
| 10 Angeles Barajas | 10 IIII | = 4 | | | 10 IIII I | = 6 | | | |
| 11 Donaciano Lopez | 11 IIII I | = 6 | | | 11 IIII IIII | = 9 | | | |
| 12 Teresa Magana | 12 IIII | = 5 | | | 12 IIII I | = 6 | | | |
| 13 Armando Zavala | 13 IIII II | = 7 | | | 13 IIII I | = 6 | | | |
| 14 Socorro Aguilera | 14 IIII | = 4 | | | 14 IIII II | = 7 | | | |
| 15 Jose Ibarra-Rodriguez | 15 IIII I | = 6 | | | 15 IIII IIII | + 9 | = 6.75 | | |
| 16 Felipe Betancourt | 16 IIII | = 4 | | | 16 IIII II | = 7 | | | |
| 17 Guadalupe Aguilera | 17 | | | | 17 | | | | |
| 18 M. Elena Hernandez | 18 IIII IIII | = 9 | | | 18 IIII IIII I | + 8 | = 11.67 | | |
| 19 Maria C Gutierrez | 19 IIII I | = 4 | | | 19 IIII I | + ? | = 6.59 | | |
| 20 Aristeo A Estela | 20 IIII II | = 7 | | | 20 IIII IIII | = 9 | | | |
| 21 Aristeo Estela-Riguelme | 21 IIII I | = 6 | | | 21 IIII IIII | = 9 | | | |
| 22 Sandra Garcia | 22 IIII | = 5 | | | 22 IIII II | = 7 | | | |
| 23 Ana S. Vasques | 23 | | | | 23 | | | | |
| 24 Trinidad Velasques | 24 IIII | = 4 | | | 24 IIII II | = 7 | | | |
| 25 Maria Tenorio | 25 IIII | = 3 | | | 25 IIII I | = 6 | | | |

Daily total

10.92

16

15

16

14

14

12

12

13

11

13

11

10.67

10.59

15

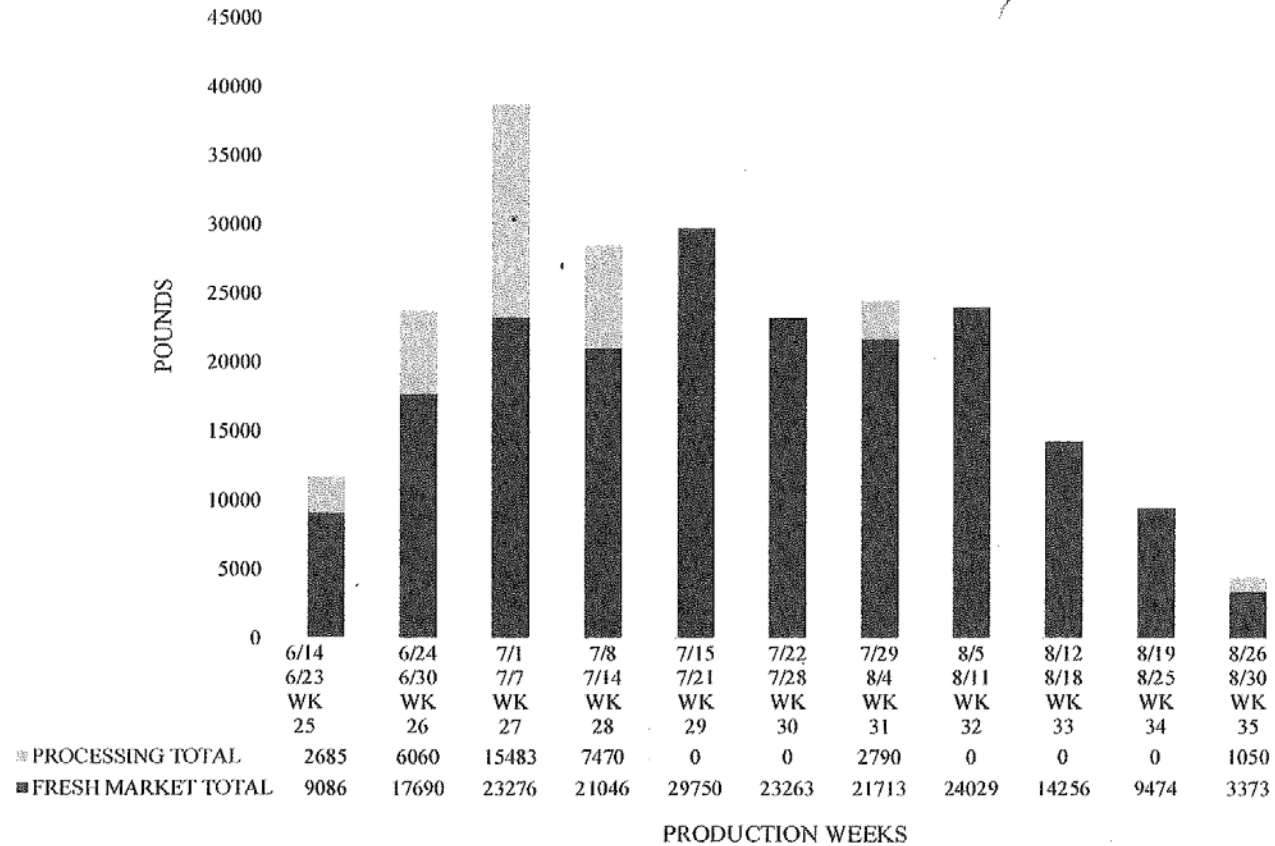
15

12

11

9

KILLDEER FARM BLACKBERRY PRODUCTION FOR 2013 IN POUNDS (LB)



Don't...

Misuse Pesticides



Don't...

Lose sight of critical issues, risks, and threats:

- ⊗ Disease-Botrytis, cane blight
- ⊗ Insects- SWD, RCB
- ⊗ Water-Quality and Quantity
- ⊗ Weeds-Perennial
- ⊗ Weather-Extremes
- ⊗ Market-Extremes

Simply a Must!

Your own farm food safety program.



Questions?

Thanks

