# FINAL PROJECT REPORT

**WTFRC Project Number:** TR-07-701

**Project Title:** COS TEAM and TFAM training

**PI:** Norman Suverly  
**Co-PI:** Karen Lewis  
**Organization:** WSU Extension  
**Telephone/email:** 509-422-7245/ suverly@wsu.edu

**Address:** PO Box 391  
**Telephone/email:** 509-754-2011/ kmlewis@wsu.edu

**Address:** PO Box 37  
**City:** Okanogan  
**State/Province/Zip:** WA 98840

**Cooperators:**  
Clark Seavert - Oregon State University  
Tom Auvil – Tree Fruit Research Commission  
Tim Smith – WSU Extension  
Gwen Hoheisel – WSU Extension

**Total project funding request:**  
Year 1: 1700  
Year 2: 1200

**Other funding Sources**  
**Agency Name:** Risk Management Agency  
**Amount requested or awarded:** $4750  
**Notes:** These funds are managed through the WA Potato Commission and were provided for the project in January 2008 to spring of 2008.

## Budget 1:

**Organization Name:** WSU Extension  
**Contract Administrator:** Mary Lou Bricker  
**Telephone:**  
**Email address:**

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<tr>
<th>Item</th>
<th>2008</th>
<th>2009</th>
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<tbody>
<tr>
<td>Salaries</td>
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<td>Benefits</td>
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<td>Wages</td>
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<td>Benefits</td>
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<td></td>
<td>500 (lodging/meals)</td>
<td>300 (lodging/meals)</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>Total</td>
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<td>1200</td>
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Footnotes:
OBJECTIVES:

Our objectives are to teach growers, fieldmen, and lenders how to use TEAM to assess economic impact of technology costs and adoption. We are targeting the following topics: wage inflation, orchard establishment sensitivities, establishment time span, yields, packouts and production sensitivities (profit maximization versus cost minimization). Participants in the program will learn how to calculate return on investment (ROI) for specific orchard technologies and practices and the relative impacts of ROI.

METHODS:

Accomplishments to date

**July 31-Aug 1, 2007.** Norman Suverly and Karen Lewis traveled to Aurora, OR for immersion training by Clark Seavert

**December 2007.** Washington State Horticultural Annual Meeting, Wenatchee. Team was incorporated in sessions to demonstrate and make economic analysis

**December 2007.** TEAM demonstration in Pennsylvania

**January 11, 2008.** Cherry Institute meeting, Yakima. Presentation made to demonstrate TEAM, make economic analysis, and promote workshops

**January 24, 2008.** Okanogan Horticultural Annual Meeting, Okanogan. TEAM demonstration

**January 28-29, 2008.** 2008 Fruit School, Wenatchee. Presentations of economic analysis for scenarios related to Competitive Orchard Systems

**February 6, 2008.** TEAM workshop, Grandview

**February, 2008.** TEAM demonstration at IFTA meeting in Visalia, CA

**March 12 and 13, 2008.** TEAM workshops in Wenatchee and Omak, respectively

Various 1-on-1 teaching opportunities with growers

**August 5 and 6, 2008.** Presented TEAM and the fundamentals of the program to Northwest Farm Credit Lenders in Moses Lake, Pasco, Sunnyside, and Yakima.

**October – November 2008** Designed web survey for TEAM workshop participants to evaluate short and medium term outcomes. Results will be summarized in December 2008.

**November 20, 2008** TEAM demonstration at Washington State Grape Society annual meeting in Grandview, WA.

**December 2008** TEAM demonstrations and economic analysis scenarios for state horticultural meeting and WSU Fruit School.

**December to February 2008-09** Hands-on computer workshops were conducted in Pasco (Dec. 16), Grandview (Dec. 17), Yakima (Dec. 18), Wenatchee (Jan. 20), and Omak (Feb. 2).

We provided interactive and step-by-step instruction on the use of A Grower’s TEAM software models. Instruction included overview and introduction and then participants could run scenarios using pre-made budgets for various tree fruit crops or participants provided their own budgets.

A spiral bound manual and copy of the software were provided for the workshop attendees.

Outcome: Using an online survey, participants were asked for their level of learning, awareness and knowledge gained.

- 87% stated their knowledge of how inflation, market volatility, and labor efficiencies can increase returns or decrease production cost increased
- 63% stated they understand how to use TEAM to determine the profitability and feasibility of alternative cropping systems, modifying current practices, or implementing technologies
- 88% understand how to use the software as a decision making tool
• 13% stated they can competently set up scenarios to analyze and interpret the output

Another online survey will be e-mailed to evaluate the progress of last year’s participants and the outcomes of this year’s participants. An evaluation of outcomes will also be mailed to all of those from Washington, who have downloaded the software.

For trademark purposes, A Grower’s TEAM is now called AgProfit™ and will be part of a suite of farm management software available through the website named AgTools™ (available in April). AgProfit has some new features along with video imbedded help functions. An online instruction course is being developed and will be piloted this year with Oregon State University. Face-to-face workshops will continued to be provided showcasing the new functions of AgTools™.