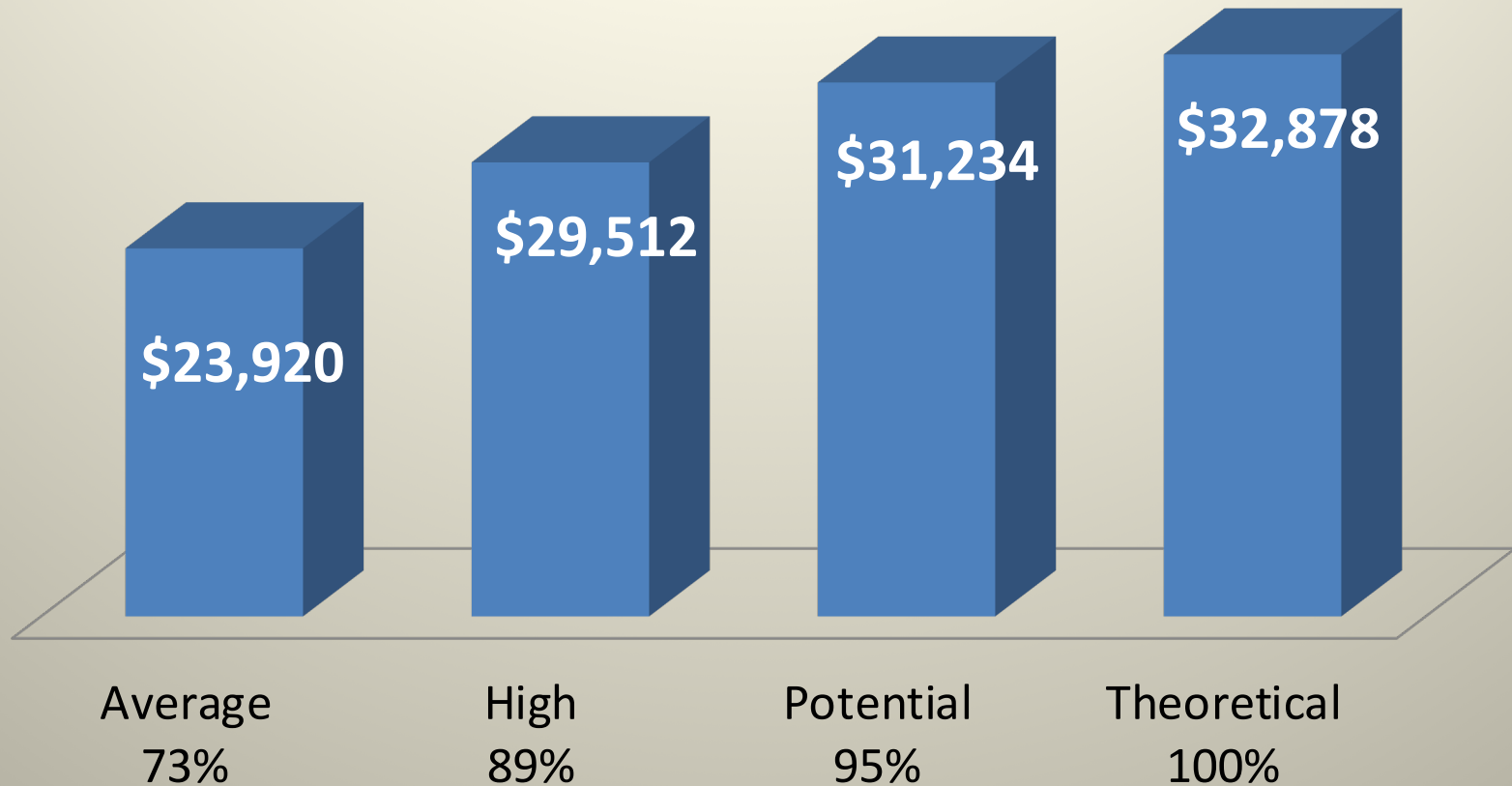


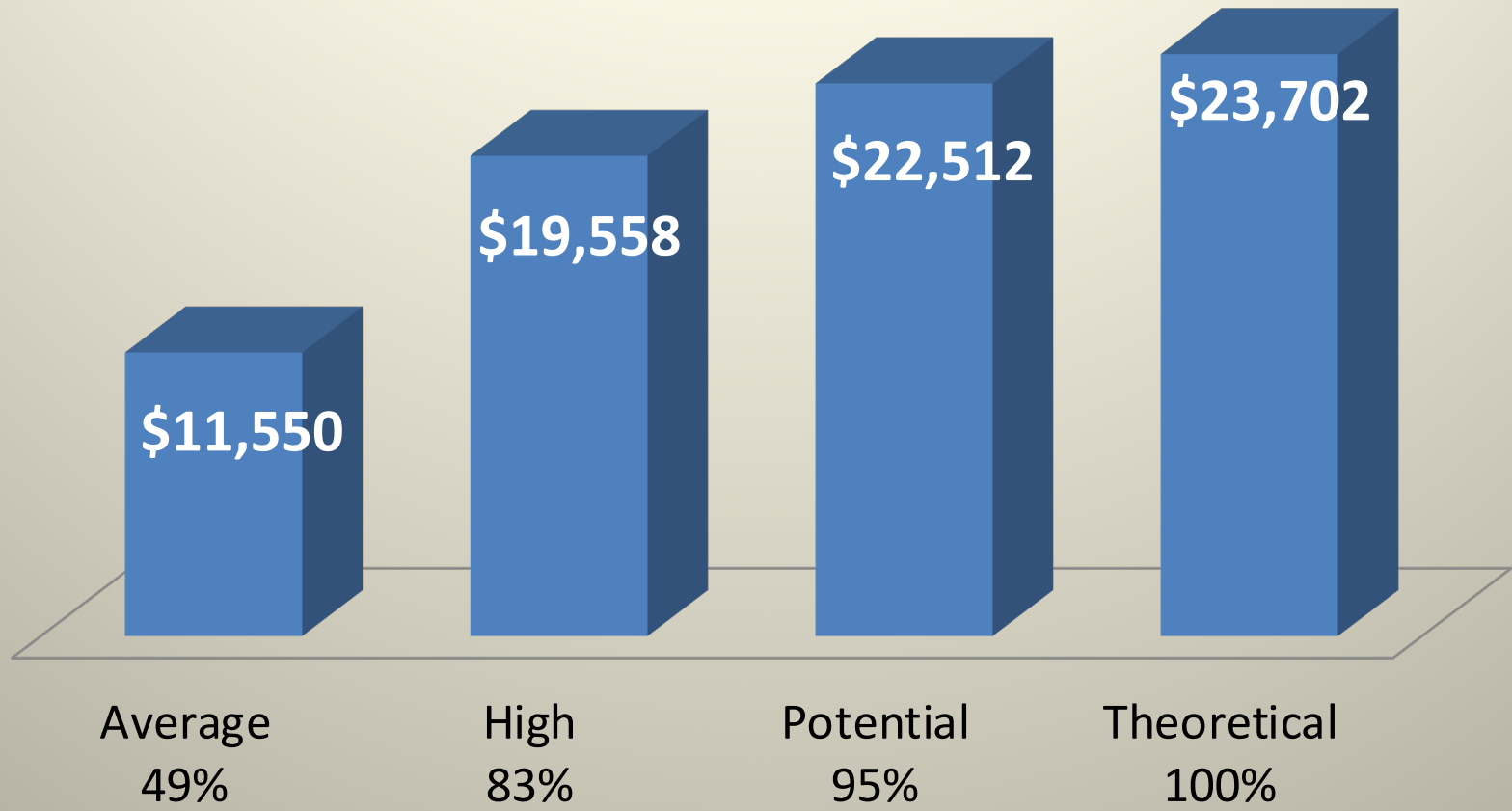
Effect on income of Moving Target Fruit Size from 20 to 65% (2009)

VARIETY	SIZE	SIZE		EST RETURN	EST RETURN		
	12/3	88	DIF	@ 20%	@ 65%		
Honeycrisp	31.07	47.00	15.93	16.66	22.75		
Gala	20.95	28.20	7.25	7.87	10.64		

Honeycrisp



Gala



Precision Growing Potential

	Sustainable Yield	% XF	Normal Wholesale Price Optimum Size	Less Packing Storage Commission	Return to Grower	Maximum Possible Income Per Acre
Honeycrisp	(900) 1,800	100%	\$54.00	\$15.41	\$38.59	\$69,462
Gala	(1,400) 2,400	100%	\$28.00	\$13.07	\$14.93	\$35,832

***How much money are
you leaving on the table?***

***Is precision crop load
management worth the
effort?***