



**Sr. Rosendo Sepúlvera (Industrias Agrícolas Unidas S.A. de C.V.)  
Treatment Lucava-Ergro® vs Check Plot**

### General Information

Farmer: **Sr. Rosendo Sepúlveda**  
 Location: **Tangancícuaro**  
 State: **Michoacán**  
 Variety: **Festival**  
 Planting: **December, 2010**  
 Harvest: **February, 2011**

### Fertilization

Check Plot:

NF (Normal Fertilization)

**Treatment Lucava-Ergro®:**

NF + Ergro® Set LSS	18 lb/acre
+ Growing Package	2 Package/acre
+ Flowering Package	3 Package/acre
+ Maturity Package	3 Package/acre
+ Rapid® Gro	1 qt/acre



### Economic Information (US \$ DOLLARS)

Strawberry Price / boxes:	\$ 9.45
Ergro® Set LSS	
Growing Package	
Flowering Package	
Maturity Package	
Rapid® Gro	
Additional Investment / acre	\$170.30

#### Yield Results

	8 lb boxes
Treatment Lucava-Ergro®	154
Check Plot:	100
Increment	54

**54%**

### Profitability (US \$ DOLLARS)

Increment 54 x \$9.45:	\$ 510.30
Additional Investment:	\$ <u>170.30</u>

#### Profit / Acre

**\$340.00**