

## GROWING AND MARKETING CILANTRO AND ITALIAN PARSLEY AT LOCAL GREEN MARKETS IN SOUTHEAST FLORIDA

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**Abstract.** Stephen's Produce began growing and marketing cilantro and Italian parsley in 2001 from a 0.15 acre backyard market garden to help supply the West Palm Beach Green Market with a Saturday supply of "garden fresh" produce. The garden has been expanded each year. In 2004-2005, 0.37 acres were under cultivation and clientele were being served at two weekend green markets. Cilantro and parsley were two of the 30 crops grown and have been included in the crop mix for the past four seasons. Planting schedules, growing and harvesting methods, yields, and sales figures are discussed. For the 2003-2004 season, 32 plantings of cilantro and 10 plantings of parsley were made for the 32 week sales season which began 18 Oct. and concluded 22 May. These crops were cut, bunched, banded, and usually lightly spray washed the day before sales. They were generally sold for \$1.00 per bunch for the first three years; prices were increased to \$1.50 for the 2004-05 season. An average of 38 bunches of cilantro and 29 bunches of parsley were sold each week during the 2003-2004 season.

*The beginning of cilantro and Italian parsley sales for green markets in Southeast Florida, 2001-2005.* Stephen's Produce was not the first vendor to offer cilantro (*Coriandrum sativum* L.) and Italian parsley (*Petroselinum crispum* (Mill.) Nym.) for sale at green markets in Southeast Florida. The first local source of these crops was a commercial lettuce grower who also grew them for his commercial crop mix. That grower stopped selling at the green markets in spring 2004. Since we offered other leafy salad greens (mizuna, lettuce, arugula, Swiss chard, and spinach) for sale (Shuler et al., 2003a, b, 2004a) our customers would sometimes ask if we grew cilantro or parsley. We felt that we could grow and market these crops successfully since the commercial grower was already doing so. We made two test plantings of cilantro cv. Santo (Johnny's Selected Seeds, Winslow, Maine) in November 2001 and March 2002

and one test planting of Italian parsley cv. Cummun (provided by one of our French customers) in December 2001. 'Santo' is still the primary cilantro variety grown by Stephen's Produce; 'Jantor', which bolts one week later than 'Santo' has also been used to a limited extent. 'Dark Green Italian Parsley' (Otis S. Twilley Seed Co., Hodges, S.C.) has been grown for the past three seasons.

*Soil preparation.* Garden preparation began in mid May shortly after harvest of spring crops was completed by pulling out the remaining vegetation (mostly weeds). Weeds which emerged over the summer were controlled by spraying with glyphosate herbicide (Roundup Ultra, Monsanto, St. Louis, Mo.). The garden has been enlarged each season and is now 0.37 acres (39 raised beds approximately 100 ft long). Compost from the Palm Beach County Solid Waste Authority, locally available horse bedding/manure, and garden debris from the previous season were spread over the garden area each year, May-Aug. This past season 144 cubic yards of compost and 18 cubic yards of top soil were spread over the garden to a depth of about 3.8 inches. Dolomitic limestone, which had been used each year in the past, was not applied this season. Powdered sulfur, which was only applied to older sections of the garden, and broadcast fertilizer were spread with a small hand-pushed rotary sling spreader and incorporated with a rotary tiller (Table 1). Applications of broadcast soil nutrients were made over a six-week period beginning in mid August just before beds were to be made. Tilling also mixed the compost in with the underlying sand.

For the 2004-2005 season, 39 beds were formed in August and September to provide some protection from flooding after heavy rains. (Bed making and plantings of early crops were disrupted by Hurricanes Frances, Ivan, and Jeanne which passed through in September 2004.) The beds ran north and south, were on 48- to 51-inch centers, and were approximately 5 to 6 inches high with 20 to 30 inch wide tops. Beds were made using a hand-pushed wheel-hoe with plow attachment as reported previously (Shuler et al., 2003a, b, 2004a, b).

*Irrigation.* For the 2001-2002 season, each bed was fitted with a single line of drip tape with 4-inch emitter spacings that was rated at 64 gal/hr/100 ft (High Flow, Queen Gil International; Berry Hill Irrigation, Inc., Buffalo Junction, Va.) and managed as reported previously (Shuler et al., 2002a, b, 2003a, b, 2004a, b). Untreated well water was used without fil-

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Table 1. Soil amendments broadcast August and September 2004 to 0.35 acre (15,246 sq. ft.) market garden area (2.86 plots per acre).

Material	Amount applied (lb)	Rate (lb/acre)	N (lb/acre)	P (lb/acre)	K (lb/acre)	S (lb/acre)	Mg (lb/acre)
Sulfur (applied to 0.25 acre)	150	600				600	
10N-4P-8K with minor elements	192	550	55	22	44		
Triple super phosphate (0N-20P-0K)	32	92		18			
Ammonium nitrate (34N-0P-0K)	80	229	78				
Potassium nitrate (14N-0P-38K)	125	358	50		136		
Epsom salts (9.8% Mg, 12.9% S)	32	92				12	9
Total			183	40	180	612	9

tering. Ball shut-off valves were attached to each line to allow for individual bed irrigation. Also, a household paper element sediment filter was added in-line to reduce emitter plugging by sediment.

For the 2002-03 season, a 100-mesh screen in-line sediment filter was used and each bed was fitted with a single line of drip tape with 4-inch emitter spacings that was rated at 32 gal/h/100 ft (Medium Flow, Queen Gil International; Berry Hill Irrigation, Inc., Buffalo Junction, Va.) and managed as reported previously (Shuler et al., 2002a, b, 2003a, b, 2004a, b). Timely irrigation was especially important for maintaining growth of newly emerged seedlings which needed constant and adequate surface moisture. The drip system was shut off after moderate to heavy rains.

For the 2003-04 and 2004-05 seasons a second drip line was added to each bed to eliminate the need to physically move the drip line from side to side to accommodate crops planted 3 to 4 rows per bed.

*Crop establishment with direct seeding.* Just prior to each planting, 1% chlorpyrifos bait (Mole Cricket Bait, Micro Flo, Memphis, Tenn.) was sprinkled on the bed surface to control wire worms and cutworms. Approximately 250 lb/acre 23-0-23 topdress fertilizer made from mixing equal amounts of potassium nitrate and ammonium nitrate was also spread at this time. The row areas of the bed surface were loosened with the cultivator attachment of the wheel-hoe and raked level to further incorporate the insecticide and fertilizer amendments.

A hoe was pushed to open furrows about 1.5 inches deep for planting. Parsley seeds are elliptical and relatively small and were sown by either tapping the side of the seed bag or by pinching seed between thumb and index finger and dropping by hand. Parsley was usually seeded two rows per bed. Cilantro seeds are round and larger than parsley but were also usually sown by tapping the side of the seed bag. Cilantro was usually planted 3 rows per bed. After having weakened cilantro plants from planting too thickly, an effort was made to drop seed by hand so that they could be spaced more accurately. Loose soil was pulled over the furrow and an automobile tire was rolled over the plant row to firm up the soil. After

rolling, the effective depth of planting was judged to be about 0.5 inches. Plants were not thinned.

*Crop scheduling.* Parsley was planted each week for three to four weeks in succession followed by five to nine weeks of no plantings. For the 2003-04 season, 10 plantings of parsley were made and it was available for sale on all 32 market dates (Table 2). Days to first harvest varied from 51 d for a 5 Nov. planting to 64 d for a 3 Nov. planting. Average days to harvest were 58-124 d (this represents the average of multiple harvest dates when a planting was cut over a period of two or more weeks). The last planting of parsley for the 2003-04 season was made on 6 Apr.

For the first full season of cilantro (2002-03), plantings were made similar to parsley with each planting cut multiple times every 14 to 21 d (Table 3). Beginning with the 2003-04 season we felt that we could improve the quality and consistency of cilantro with once over harvests which would help eliminate problems with unpredictable bolting, weed contamination, leaf blemishes, and general aging. Because of seasonal differences in growth rates, late summer plantings of cilantro were scheduled 7 d apart, fall plantings at 5 to 6 d intervals, and winter plantings for spring harvest at 7-10 d intervals. The schedule had to be compromised in Dec. when there was no free space left to plant. Planting then continued on a weekly basis in areas where crops had just been harvested (Shuler et al., 2002a, b).

For the 2003-04 season, cilantro was planted 34 times and was available for sale on all 32 market weekends (Table 4). The first planting was made 31 Aug. and the last was made 13 Apr. Days to first harvest varied from 30 d for a 1 Apr. planting to 52 d for a 13 Jan. planting. Average days to harvest were 41-45 d (this represents the average of multiple harvest dates when a planting was pulled over a period of two or more weeks). We have continued to make refinements in crop scheduling each season (Tables 4 and 5).

*Growing the crop and pest management.* There is commercial production of Italian parsley and cilantro and other leafy greens by several commercial growers in Palm Beach County. The insecticide bait treatments made just before planting have been very effective for controlling wire worms and cutworms.

Table 2. Italian parsley production for Stephen's Produce for green markets in Southeast Florida, 2003-2004.

Date planted	Harvest period	Days to harvest	# harvests	Harvest duration (days)	Days between harvests	Linear bed ft planted <sup>a</sup>	# Bunches harvested	# Bunches/acre	# Bunches/acre/day
23 Aug.	17 Oct.-28 Nov.	54-97	3	43	22	12 <sup>a</sup>	68	61,710	636
23 Aug.	24 Oct.-5 Jan.	62-104	4	42	14	12 <sup>a</sup>	69	62,618	602
28 Aug. <sup>b</sup>	31 Oct.-13 Dec.	64-114	4	50	17	8	48	65,328	573
21 Sept. <sup>a</sup>	14 Nov.-13 Dec.	54-83	3	29	14	10.5 <sup>a</sup>	32	33,184	400
20 Oct.	12 Dec.-17 Apr.	53-180	8	127	18	8	230	313,030	1,739
26 Oct.	19 Dec.-3 Apr.	61-160	5	99	25	9	148	179,080	1,119
3 Nov.	2 Jan.-23 Apr.	64-176	6	112	22	8	200	272,200	1,547
5 Nov.	26 Dec.-10 Apr.	51-163	6	112	22	12 <sup>a</sup>	158	143,385	880
19 Feb. <sup>c</sup>	16 Apr.-21 May	57-92	2	35	35	8	17	23,137	251
25 Feb. <sup>b</sup>									
4 Mar.	1 May-14 May	58-71	3	13	7	6	37	67,155	946
Totals						93.5	1,007		
Average of 10 plantings		58-124	4.4	66.2	19.6	9.4	101	117,286	945

<sup>a</sup>Planted at two rows per bed. All other plantings are at three rows per bed.

<sup>b</sup>Weak stand.

<sup>c</sup>Extra planting because of weak stand of 28 Aug. planting.

<sup>d</sup>Weeded late and shaded by weeds.

<sup>e</sup>Weak stand, dry because drip line clogged up.

Table 3. Cilantro production for Stephen's Produce for green markets in Southeast Florida, 2003-2004.

Date planted	Harvest period	Days to harvest	# harvests	Harvest duration (days)	Days between harvests	Linear bed ft planted <sup>c</sup>	# Bunches harvested	# Bunches/acre	# Bunches/acre/day
31 Aug.	16 Oct.-17 Oct.	46-47	1	1		12	48	43,560	927
7 Sept.	24 Oct.-25 Oct.	47-48	1	1		12	36	32,670	681
14 Sept.	25 Oct.-1 Nov.	41-48	2	7	7	12	65	58,988	1,229
21 Sept. <sup>z</sup>	7 Nov.	47	1	1		12	6	5,445	116
28 Sept.	7 Nov.-14 Nov.	40-47	2	7	7	12	18	16,335	348
4 Oct.	14 Nov.-21 Nov.	39-46	2	7	7	8.7	30	37,560	817
5 Oct.	14 Nov.-24 Nov.	40-50	2	10	10	18 <sup>y</sup>	54	32,670	653
12 Oct.	28 Nov.	47	1	1		18 <sup>y</sup>	36	21,780	463
20 Oct.	5 Dec.-3 Jan.	46-75	3	29	14	12	46	41,745	557
26 Oct.	12 Dec.-20 Dec.	47-55	2	8	8	12	63	57,173	1,040
30 Oct.	19 Dec.-20 Dec.	50-51	1	1		12	47	42,653	836
5 Nov.	26 Dec.-27 Dec.	51-52	1	1		12	48	43,560	838
11 Nov.	2 Jan.								
18 Nov.	2 Jan.-3 Jan.	45-46	1	1		12	47	42,653	927
25 Nov.	9 Jan.-10 Jan.	45-46	1	1		12	55.5	50,366	1,095
2 Dec.	16 Jan.-17 Jan.	45-46	1	1		10	30.5	33,215	722
9 Dec.	23 Jan.-24 Jan.	45-46	1	1		9	46	55,660	1,210
16 Dec.	30 Jan.-6 Feb.	45-52	2	7	7	12	40	36,300	698
23 Dec. <sup>x</sup>	13 Feb.	52	1.4	4.6		9	20	24,200	465
30 Dec.	13 Feb.-20 Feb.	45-52	2	7	7	12	45	40,838	785
6 Jan. <sup>w</sup>	20 Feb.-21 Feb.	45-46	1	1		12	51	46,283	1,006
13 Jan.	5 Mar.-6 Mar.	52-53	1	1		12	36	32,670	616
21 Jan.	27 Feb.-28 Feb.	37-38	1	1		10	46.5	50,639	1,333
29 Jan.	12 Mar.-13 Mar.	43-44	1	1		12	72	65,340	1,485
4 Feb.	19 Mar.-20 Mar.	44-45	1	1		12	35	31,763	706
11 Feb.	20 Mar.-26 Mar.	38-44	2	6	6	10	22	23,958	545
19 Feb.	26 Mar.-17 Apr.	36-58	3	22	11	12	60	54,450	939
25 Feb.	2 Apr.-3 Apr.	37-38	1	1		10	31.5	34,304	903
1 Mar.									
10 Mar. <sup>v</sup>	9 Apr.-10 Apr.	30	1	1		12	33.5	30,401	1,013
16 Mar.	16 Apr.-8 May	31-53	2	22	22	11	23	22,770	430
23 Mar.	23 Apr.-24 Apr.	31-32	1	1		12	52	47,190	1,475
1 Apr.	1 May	30	1	1		5	19	41,382	1,379
6 Apr.	8 May-14 May	32-38	2	6	6	6	25	45,375	1,194
13 Apr. <sup>u</sup>	21 May	38	1	1		7	18	28,008	737
Totals						371.7	1,296		
Average of 34 plantings		41-45	1.4	4.6	3.3	10.9		37,970	844

<sup>z</sup>Damaged by rain and flooding; some bacterial soft rot started.<sup>y</sup>Planted one or two rows per bed; all other plantings were three rows per bed.<sup>x</sup>Thin and weak stand from over fertilization.<sup>w</sup>Partially harvested because had become too large and had yellowed older leaves.<sup>v</sup>Very short plants and smaller bunches.<sup>u</sup>Left 40% unharvested because too much to sell.

The most common weed problems for the 2004-2005 season were pigweed and other broadleaf weeds along with smaller populations of purslane and miscellaneous grasses. After the garden had been initially planted over by early Dec., areas for parsley and cilantro plantings were made in spots where crops had just been harvested. Weeds and crop debris from harvesting were pulled out and removed to provide a "clean" planting area for the new plantings. Extra effort was made to keep parsley and cilantro plantings free of weeds so that they could be cut or pulled quickly without taking a lot of extra time to remove weeds. Where flushes of weeds emerged along with the crops, weeds were usually pulled out by hand within 2 to 4 weeks (once the crop got large enough so that it would not be pulled out along with the weeds). Often a second weeding was made shortly before harvest.

Both parsley and cilantro seedlings have been lost to damping-off when seeds were sown too thickly and when irri-

gation or rainfall was excessive. Foliar diseases were not a major problem with parsley.

With cilantro there were times, especially during warm weather in September and October, when there were light infestations of bacterial leaf spots on older leaves and bacterial infections on stems. When we began pulling cilantro, it was not unusual to have yellowed or dead cotyledon and older leaves still attached; a situation usually worsened when plants were spaced too closely together. We would pull off the worst of these leaves. There were also times, usually after heavy rains, when roots would be discolored by *Rhizoctonia* infections. Also, after periods of cold windy weather, cilantro leaves would often have signs of bronzing. Blemished leaves were removed at harvesting. Chlorothalonil (Bravo, Syngenta, Greensboro, N.C.), and azoxystrobin (Quadris, Syngenta; Greensboro, N.C.) have been used occasionally for disease control.

Table 4. Italian parsley production for Stephen's Produce for green markets in Southeast Florida, 2004-2005 season.

Date planted	Harvest period	Days to harvest	# harvests	Harvest duration (days)	Days between harvests	Linear bed ft planted <sup>z</sup>	# Bunches harvested	# Bunches/acre	# Bunches/acre/day
4 Oct.	26 Nov.-5 Feb.	53-124	7	71	12	12	104	94,380	761
4 Oct.	3 Dec.-7 Jan.	60-95	4	35	12	12	85	77,138	812
11 Oct. <sup>y</sup>	10 Dec.-11 Dec.	60-61	1	1		11	16	15,840	260
14 Nov.	14 Jan.-9 Apr.	61-146	5	85	21	12	143	129,773	889
21 Nov.	21 Jan.-16 Apr.	61-146	5	85	21	12	98	88,935	609
28 Nov.	28 Jan.-1 Apr.	61-124	5	63	16	12	107	97,103	783
5 Dec.	11 Feb.-9 Apr.	68-125	4	57	19	12	91	82,583	661
8 Feb.	22 Apr.-14 May	73-95	2	22	22	10	31	33,759	355
15 Feb.	15 Apr.-7 May	59-81	4	22	7	9	43	52,030	642
22 Feb.	23 Apr.-7 May	60-74	3	14	7	9	16	19,360	262
Totals						111	734		
Average of 10 plantings		62-107	4.0	45.5	14	11.1	73.4	72,011	673

<sup>z</sup>Planted at two rows per bed.<sup>y</sup>Had a broadleaf weed similar to parsley which made it hard to cut and separate from the parsley.

Crops were usually sprayed every 7 to 10 d with a rotation of spinosad (SpinTor, Dow AgroSciences, Indianapolis, Ind.), emamectin benzoate (Proclaim, Syngenta; Greensboro, N.C.), and indoxacarb (Avaunt, DuPont, Wilmington, Del.). These products were especially effective for worm control. Aphids and worms were usually not a problem on parsley or

Table 5. Cilantro production for Stephen's Produce for green markets in Southeast Florida, 2004-2005 season.

Date planted	Harvest period	Days to harvest	# harvests	Harvest duration (days)	Days between harvests	Linear bed ft planted <sup>z</sup>	# Bunches harvested	# Bunches/acre	# Bunches/acre/day
4 Oct.	12 Nov.-13 Nov.	39-40	1	1		12	61	55,358	1,384
7 Oct.	19 Nov.	43	1	1		10.5	40.5	41,999	977
14 Oct. <sup>z</sup>	26 Nov.	43	1	1		12			
21 Oct. <sup>y</sup>	26 Nov.-23 Dec.	36-63	2	27	27	12	36	32,670	519
27 Oct.	3 Dec.-4 Dec.	37-38	1	1		12	42	38,115	1,003
2 Nov. <sup>y</sup>	10 Dec.-17 Dec.	38-45	2	7	7	12	47	42,652	948
9 Nov.	17 Dec.-18 Dec.	38-39	1	1		6	31	56,265	1,443
16 Nov. <sup>x</sup>	25 Dec.-7 Jan.	39-52	3	13	7	9 <sup>w</sup>	22	26,620	512
23 Nov.	7 Jan.-14 Jan.	45-52	2	7	7	16 <sup>w</sup>	44	29,964	576
28 Nov.									
30 Nov.	14 Jan.-21 Jan.	45-52	2	7	7	18 <sup>w</sup>	45	27,225	524
7 Dec.	21 Jan.-28 Jan.	45-52	2	7	7	15 <sup>w</sup>	41	29,766	572
14 Dec.	28 Jan.-4 Feb.	45-52	2	7	7	10	33.5	36,482	702
22 Dec.	4 Feb.-11 Feb.	44-51	2	7	7	12 <sup>w</sup>	38	34,485	676
30 Dec.	11 Feb.-18 Feb.	43-50	2	7	7	8.8	31	38,378	768
5 Jan.									
11 Jan.	18 Feb.-19 Feb.	38-39	1	1		10	33	35,937	921
18 Jan.	25 Feb.-4 Mar.	38-45	2	7	7	12	44	39,930	887
25 Jan.	4 Mar.-5 Mar.	38-39	1	1		10	34	37,026	949
1 Feb.	11 Mar.-12 Mar.	38-39	1	1		12 <sup>w</sup>	30	27,225	698
8 Feb.	13 Mar.-19 Mar.	33-39	2	6	6	9	30	36,000	931
15 Feb.	25 Mar.	38	1	1		10	25	27,225	716
22 Feb.	1 Apr.-2 Apr.	38-39	1	1		10	31	33,759	866
1 Mar.	8 Apr.-9 Apr.	38-39	1	1		15 <sup>w</sup>	30	21,780	558
8 Mar.	15 Apr.-16 Apr.	38-39	1	1		9	28	33,880	869
21 Mar.	22 Apr.-23 Apr.	32-33	1	1		9	33	39,930	1,210
22 Mar.	29 Apr.-30 Apr.	38-39	1	1		8	25	34,025	872
29 Mar.	6 May-7 May	38-39	1	1		6	19.5	35,393	908
6 Apr.	14 May	38	1	1		8 <sup>w</sup>	16	21,776	573
Totals						293.3	890.5		
Average of 26 Plantings		40.9-44.9	1.5	4.6	8.7	11.3	34.3	33,064	736

<sup>z</sup>Did not harvest because too large; skipped to younger planting.<sup>y</sup>Left some unharvested; because of over production.<sup>x</sup>Low yield because partially shaded by snow peas.<sup>w</sup>Planted one or two rows per bed; all other plantings were three rows per bed.

Table 6. Italian parsley sales for Stephen's Produce at green markets in Southeast Florida, 2003-2004.

	No. parsley taken	No. parsley sold	Total \$	Avg \$/bunch	Time sold out	No. parsley unsold or given away
West Palm Beach						
18 Oct.	23	23	23.00	1.00		
25 Oct.	33	33	33.00	1.00	12:15	
1 Nov.	26	26	26.00	1.00	11:15	
8 Nov.	20	18	18.00	1.00		2
15 Nov.	16	16	16.00	1.00		
22 Nov. <sup>z</sup>	19	19	19.00	1.00	10:10	
29 Nov.	18	16	16.00	1.00		2
6 Dec.	17	17	17.00	1.00		
13 Dec.	20	20	20.00	1.00		
20 Dec. <sup>z</sup>	26	26	26.00	1.00	10:30	
27 Dec.	24	24	24.00	1.00	11:13	
3 Jan.	21	21	21.00	1.00	11:00	
10 Jan.	30	26	26.00	1.00		4
17 Jan.	31	25	25.00	1.00		6
24 Jan.	30	17	17.00	1.00		13
31 Jan. <sup>y</sup>	26	16	16.00	1.00		10
7 Feb.	34	29	29.00	1.00		5
14 Feb.	25	25	25.00	1.00		
21 Feb.	31	29	29.00	1.00		2
28 Feb.	25	23	23.00	1.00		2
6 Mar.	32	23	23.00	1.00		9
13 Mar.	30	26	26.00	1.00		4
20 Mar.	30	28	28.00	1.00		2
27 Mar.	23	23	23.00	1.00		
3 Apr.	25	25	25.00	1.00		
10 Apr. <sup>z</sup>	19	19	19.00	1.00	9:55	
17 Apr.	25	25	25.00	1.00		
24 Apr.	35	21	21.00	1.00		14
Total	714	639	\$639.00			75
Avg/wk 28 weeks	25.5	22.8	\$22.80	\$1.00		2.7
Wellington						
2 Nov.						
9 Nov.	10	8	8.00	1.00		2
16 Nov.	7	7	7.00	1.00	10:06	
23 Nov. <sup>z</sup>	8	7	7.00	1.00		1
30 Nov.	2	2	2.00	1.00		
7 Dec.						
14 Dec.	10	3	3.00	1.00		7
21 Dec. <sup>z</sup>	5	5	5.00	1.00		
Total	42	32	\$32.00	1.00		10
Avg/wk 7 weeks	6	4.6	\$4.60	\$1.00		1.4
Stuart						
19 Oct.	12	12	12.00	1.00		
26 Oct.	6	6	6.00	1.00		
7 Dec.						
14 Dec.	10	8	8.00	1.00		2
21 Dec. <sup>z</sup>	5	5	5.00	1.00		
28 Dec.	4	3	3.00	1.00		1
4 Jan.	10	10	10.00	1.00		
11 Jan.	20	18	18.00	1.00		2
18 Jan.	23	5	5.00	1.00		18
25 Jan.	13	13	13.00	1.00		
1 Feb.	10	10	10.00	1.00		
8 Feb.	12	12	12.00	1.00	11:20	
15 Feb. <sup>y</sup>	19	7	7.00	1.00		12
22 Feb.	20	17	17.00	1.00		3
29 Feb.	15	12	12.00	1.00		3

<sup>z</sup>Saturdays before Thanksgiving, Christmas, and Easter.<sup>y</sup>Sales affected by rainy or overcast weather.<sup>x</sup>Easter Sunday and Mothers' Day.

Table 6. (Continued) Italian parsley sales for Stephen's Produce at green markets in Southeast Florida, 2003-2004.

	No. parsley taken	No. parsley sold	Total \$	Avg \$/bunch	Time sold out	No. parsley unsold or given away
7 Mar.	17	9	9.00	1.00		8
14 Mar.	15	11	11.00	1.00		4
21 Mar.	17	14	14.00	1.00		3
28 Mar.	10	9	9.00	1.00		1
4 Apr.	13	13	13.00	1.00		
11 Apr. <sup>x</sup>	10	10	10.00	1.00		
18 Apr.	16	9	9.00	1.00		7
25 Apr.	14	3	3.00	1.00		11
2 May	15	11	11.00	1.00		4
9 May <sup>x</sup>	12	11	11.00	1.00		1
15 May	10	7	7.00	1.00		3
22 May	10	9	9.00	1.00		1
Total	332	248	\$248.00			84
Avg/wk for 26 wks	12.8	9.5	\$9.50	\$1.00		5

<sup>x</sup>Saturdays before Thanksgiving, Christmas, and Easter.

<sup>y</sup>Sales affected by rainy or overcast weather.

<sup>z</sup>Easter Sunday and Mothers' Day.

cilantro and would most commonly be found building up on cruciferous crops first (Shuler et al., 2001a, b, 2004b). Imidacloprid (Provado, Bayer, Kansas City, Mo.) or pymetrozine (Fulfill, Syngenta; Greensboro, N.C.) was used as needed for aphid control.

*Harvesting and washing.* Since we did not know what the demand would be at the new Sunday markets, we started by harvesting the entire week's planting on Friday for the Saturday market in West Palm Beach. Having a market on Sunday took away the temptation to lower prices to sell out on Saturday since we could take any unsold parsley and cilantro left over from the Saturday market to the Sunday markets. After we were able to get a feel for how much parsley and cilantro we could sell at each market, we would leave some uncut for a Saturday evening harvest. If we then did not sell out at the Saturday market, we would leave the uncut portion remaining for harvest for the next week's market at West Palm Beach on Saturday. Sometimes these areas which had been skipped would still be left unharvested since we would prefer to have the younger leaves for sale. Whenever there was a shortage, we would go back to these unharvested areas as long as they had not been pulled out. If all bunches for the Saturday market were sold and enough product had not been left unharvested, then some parsley and cilantro for Sunday's market would be cut from the harvest area designated for the next week.

Parsley was usually one of the last crops harvested and would often be harvested after sundown on Friday and Saturday nights. Leaves with a moderate amount of stem were usually cut by the handfuls with a knife and banded with two twists of a #16 rubber band. Bunches were tossed into a wheelbarrow for transport to the wash site. However, bunches of parsley were often not washed and either stood up in bucket with a small amount of water or stacked flat in a cooler with ice.

Cilantro was usually harvested before parsley but still often after dark on Friday and Saturday nights. For 2002-03, the first full season of production, we began by cutting and bunching cilantro in October and November and then switched to cutting and bagging it from December to early March. We finished the season by going back to cutting and bunching. We continued to cut and bunch cilantro from mid

October to mid November 2003 when we began pulling cilantro and bunching it with the roots intact. When cilantro was sold in bags, the bags were sealed and then stored several hours or overnight in a household refrigerator to remove field heat. After several hours in the refrigerator, bags would be taken out and stored in a Styrofoam cooler with usually one or two 7 lb bags of ice. Usually three to four bags of cilantro would be placed on display and as bags were sold, the display area would be replenished with fresh bags out of the cooler. Bags which were not sold at the Saturday market would be taken back home where they were again stored in the refrigerator until time for loading for the Sunday market.

Bunching cilantro with roots was more time consuming since the lower leaves were also included. Blemished or yellowed basal leaves needed to be removed. With bagging, the cut would be made above these older, outer leaves and they would be left in the garden. Whenever cilantro was pulled, extra time was also needed to wash soil and compost particles out of the roots. The bunches with roots would either be stacked flat in a cooler with ice or stacked upright in a bucket or tray with a small amount of water.

*Marketing, pricing, and sales techniques.* In addition to the green market in West Palm Beach, Fla., where Stephen's Produce has sold produce for the past seven seasons, another market opened in January 2003 in Palm Beach Gardens, Florida. This was a Sunday market open from 9 am to 1 pm and was closer to home than the West Palm Beach market. Stephen's Produce sold parsley and cilantro at this market as well as at a market in Stuart, Fla. which opened the same season. The Stuart market was also a Sunday market opened from 9 am to 1 pm and was about the same distance from home as the market in West Palm Beach. In fall 2003 another Sunday market opened in Wellington, Fla. Stephen's Produce began selling at this market on their opening day, 2 Nov., until sales were discontinued on 21 Dec. because of low sales (Tables 6 and 7). Sunday sales were made at both Stuart and Wellington for three weekends, 7 Dec. to 21 Dec. and continued at Stuart for the remainder of the season, ending on 22 May 2004. For the 2004-05 season, sales continued at both the West Palm Beach and Stuart markets (Tables 8 and

Table 7. Cilantro sales for Stephen's Produce at green markets in Southeast Florida, 2003-2004.

	No. cilantro taken	No. cilantro sold	Total \$	Avg \$/bunch	Time sold out	No. cilantro unsold or given away
<b>West Palm Beach</b>						
18 Oct.	33	33	33.00	1.00		
25 Oct.	31	31	31.00	1.00	11:10	
1 Nov.	40	40	40.00	1.00	12:05	
8 Nov.	20	20	20.00	1.00		
15 Nov.	36	35	35.00	1.00		1
22 Nov. <sup>z</sup>	35	27	27.00	1.00		8
29 Nov.	36	17	17.00	1.00		19
6 Dec.	30	22	22.00	1.00		8
13 Dec.	43	26	26.00	1.00		17
20 Dec. <sup>z</sup>	31	31	31.00	1.00	11:30	
27 Dec.	39	39	39.00	1.00	12:45	
3 Jan.	32	32	32.00	1.00		
10 Jan.	38	32	32.00	1.00		6
17 Jan.	19	19	19.00	1.00	11:45	
24 Jan.	31	23	23.00	1.00		8
31 Jan. <sup>y</sup>	26	18	18.00	1.00		8
7 Feb.	14	14	14.00	1.00	9:30	
14 Feb.	30	29	29.00	1.00		1
21 Feb.	39	39	39.00	1.00	12:30	
28 Feb.	25	25	25.00	1.00		
6 Mar.	23	23	23.00	1.00		
13 Mar.	41	41	41.00	1.00		
20 Mar.	33	32	32.00	1.00		1
27 Mar.	47	26	26.00	1.00		21
3 Apr.	20	20	20.00	1.00		
10 Apr. <sup>z</sup>	25	25	25.00	1.00		
17 Apr.	14	14	14.00	1.00		
24 Apr.	36	36	36.00	1.00		
Total	867	769	\$769.00			98
Avg/wk 28 weeks	30.1	27.5	\$27.50	\$1.00		3.5
<b>Wellington</b>						
2 Nov.	20	19	19.00			1
9 Nov.						
16 Nov.	12	12	12.00	1.00	11:03	
23 Nov. <sup>z</sup>	8	7	7.00	1.00		1
30 Nov.	19	4	4.00	1.00		15
7 Dec.	4	4	4.00	1.00		
14 Dec.	10	8	8.00	1.00		2
21 Dec. <sup>z</sup>	18	9	9.00	1.00		9
Total	91	63	\$63.00	1.00		28
Avg/wk 7 weeks	13	9	\$9.00	\$1.00		4
<b>Stuart</b>						
19 Oct.	15	15	15.00	1.00		
26 Oct.	10	10	10.00	1.00		
7 Dec.	4	4	4.00	1.00		
14 Dec.	9	9	9.00	1.00	11:20	
21 Dec. <sup>z</sup>	18	18	18.00	1.00		
28 Dec.	19	19	19.00	1.00		
4 Jan.	21	20	20.00	1.00		1
11 Jan.	23.5	12	12.00	1.00		11.5
18 Jan.	11.5	11.5	11.50	1.00	10:15	
25 Jan.	23	22	22.00	1.00		1
1 Feb.	8	8	8.00	1.00		
8 Feb.						
15 Feb. <sup>y</sup>	25	14	14.00	1.00		11
22 Feb.	33	31	31.00	1.00		2
29 Feb.	21.5	17	17.00	1.00		4

<sup>z</sup>Saturdays before Thanksgiving, Christmas and Easter.<sup>y</sup>Sales affected by rainy or overcast weather.<sup>z</sup>Easter Sunday or Mothers' Day.

Table 7. (Continued) Cilantro sales for Stephen's Produce at green markets in Southeast Florida, 2003-2004.

	No. cilantro taken	No. cilantro sold	Total \$	Avg \$/bunch	Time sold out	No. cilantro unsold or given away
7 Mar.	13	13	13.00	1.00		
14 Mar.	31	22	22.00	1.00		9
21 Mar.	25	25	25.00	1.00		
28 Mar.	21	11	11.00	1.00		10
4 Apr.	24	22	22.00	1.00		2
11 Apr.*	8	4	4.00	1.00		4
18 Apr.	9	9	9.00	1.00		
25 Apr.	16	14	14.00	1.00		2
2 May	18	10	10.00	1.00		8
9 May*	11	11	11.00	1.00		
15 May	23	5	5.00	1.00		18
22 May	18	12	12.00	1.00		6
Total	458	369	\$369.00			89.5
Avg/wk for 26 wks	17.6	14.2	\$14.20	\$1.00		3.4

\*Saturdays before Thanksgiving, Christmas and Easter.

†Sales affected by rainy or overcast weather.

\*Easter Sunday or Mothers' Day.

9). After the West Palm Beach market closed in late April 2005, Stephen's Produce sold produce on Saturday at the Ft. Pierce Green Market for two additional Saturdays, 30 Apr. and 7 May.

Parsley and cilantro were bunched (or bagged) according to supply: smaller bunches were made only when we knew we had a severe shortage. Sometimes prices were adjusted based on the size of the bunch. For the test plantings in 2001-02, parsley and cilantro were sold at \$1.00/bunch. For the first 15 markets of 2002-03, 19 Oct. to 25 Jan., the price for parsley was increased to \$1.50 per bunch before being reduced to \$1.00 per bunch for the last 16 markets, 1 Feb. to 18 May. For the 2002-03 season, the price for cilantro remained at \$1.50/bunch or bag for 21 weeks (until 8 Mar.) before being reduced to \$1.00/bag. The price remained at \$1.00 per bunch for both parsley and cilantro for the entire 2003-04 season before being increased back to \$1.50 per bunch for the 2004-05 season. Samples were gladly provided to anyone requesting a taste or smell.

A display area was made with five large coolers which were raised off the ground by portable stands to a height of 29 inches at the front edge and lined up with their tops opened and supported from behind to form an inclined platform of the inside top surface. The produce display was covered by a tent which helped shield the vegetables from sunlight. The bunches of parsley and cilantro would remain in the cooler or bucket until being laid out for display in short stacks of three to five bunches.

*Production and sales figures.* Parsley sales averaged 19 to 29 bunches per week for the three year period, 2002-05 (Table 10). Price per bunch ranged from \$1.00 to \$1.50 and weekly value increased from \$23 to \$41 or \$984 for the 2004-05 season. The greatest value of parsley sold was for the 8 Jan. 2005 weekend when 45 bunches were sold for \$67.50 at two markets.

Cilantro sales averaged 18 to 39 bunches per week for the three year period, 2002-05 (Table 11). Price per bunch ranged from \$1.00 to \$1.50 and weekly value increased from \$24 to \$52 for \$1,258 for the 2004-05 season. The greatest value of cilantro sold was for the 13 Nov. 2005 weekend (first

offering of cilantro for the season) when 60 bunches were sold for \$90 at two markets.

Under good growing conditions for parsley, as many as 230 bunches have been harvested from one planting (20 Oct. 2003 planting of 8 linear bed ft with three rows per bed). To produce an average of 31 bunches per week for 32 weeks in 2003-04, 94 linear bed ft (9.4 linear bed ft with 2 or 3 rows per bed for each of the 10 plantings) was occupied for an average of 124 d. Total sales of 919 bunches at \$1.00 per bunch was valued at \$919 or \$117,286 per acre or \$946 per acre per day. Under good growing conditions for cilantro, as many as 72 bunches have been harvested from one planting (29 Jan. 2004 planting of 12 linear bed ft with three rows per bed). To produce an average of 38 bunches per week for 32 weeks in 2003-04, 349 linear bed ft (10.9 linear bed ft with 3 rows per bed for each of 32 plantings) was occupied for an average of 45 d. Total sales of 1,201 bunches at \$1.00 per bunch was valued at \$1,201 or \$37,970 per acre or \$844 per acre per day.

A summary of parsley and cilantro production for the past four market seasons, 2001-2005, is provided in Tables 12 and 13.

*Customer profile, observations, and customer comments.* A wide range of customers purchased vegetables from Stephen's Produce. Customers included older retired couples, single men and women, and young families with children, as well as winter residents from the northern USA, Canada, and Europe.

For most of our customers, parsley and cilantro were one of several items purchased. Most customers would buy one or two bunches; however, for special recipes, we have sold as many as five bunches to a single customer. Customers would often comment on the freshness of our parsley and cilantro and that they could often hold it in the refrigerator for over a week.

*Optimizing production and sales.* An attempt will be made to more precisely seed cilantro to allow more space between plants. Although there would be fewer plants, each plant should have more stems as well as stronger and thicker stems. We should be able to let the cilantro grow longer (and larger) without increasing the amount of yellowed and dying older leaves which persist when it is planted too thickly.



Table 8. Italian parsley sales for Stephen's Produce at green markets in Southeast Florida, 2004-2005.

	No. parsley taken	No. parsley sold	Total \$	Avg \$/bunch	Time sold out	No. parsley unsold or given away
West Palm Beach						
27 Nov.	30	30	45.00	1.50	12:20	
4 Dec.	25	25	37.50	1.50	12:10	
11 Dec.	14	14	21.00	1.50	9:40	
18 Dec. <sup>z</sup>	16	16	24.00	1.50	10:10	
25 Dec. <sup>y</sup>						
1 Jan. <sup>y</sup>						
8 Jan.	30	30	45.00	1.50	11:40	
15 Jan.	21	21	31.50	1.50	12:20	
22 Jan.	23	21	31.50	1.50		2
29 Jan.	24	24	36.00	1.50	10:50	
5 Feb.	32	30	45.00	1.50		2
12 Feb.	19	19	28.50	1.50		
19 Feb.	27	27	40.50	1.50	11:30	
26 Feb.	36	29	43.50	1.50		7
5 Mar.	32	28.5	43.00	1.50		3.5
12 Mar.	30	27	40.50	1.50		3
19 Mar.	24	20	30.00	1.50		4
26 Mar. <sup>z</sup>	25	25	37.50	1.50		
2 Apr. <sup>x</sup>	30	21	31.50	1.50		9
9 Apr.	26	24	36.00	1.50		2
16 Apr. 1 <sup>z</sup>	21	18	27.00	1.50		3
23 Apr.	25	24	36.00	1.50		1
Ft. Pierce Green Market						
30 Apr.	7	6	9.00	1.50		1
7 May	7	4	6.00	1.50		3
Total	524	483.5	\$725.50			37.5
Avg/wk 22 weeks	23.8	22	\$32.98	\$1.50		1.7
Stuart						
28 Nov.	10	7	10.50	1.50		3
5 Dec.	20	10	15.00	1.50		10
12 Dec.	2	2	3.00	1.50		
19 Dec. <sup>z</sup>	9	6	9.00	1.50		3
26 Dec. <sup>x</sup>	5	1	1.50	1.50		4
2 Jan.	8	8	12.00	1.50		
9 Jan.	15	15	22.50	1.50		
16 Jan.	11	9	13.50	1.50		
23 Jan. <sup>x</sup>	12	10	15.00	1.50		2
30 Jan.	8	8	12.00	1.50	11:00	
6 Feb.	6	6	9.00	1.50	9:40	
13 Feb.	5	4	6.00	1.50		1
20 Feb.	7	7	10.50	1.50		
27 Feb. <sup>x</sup>	10	6	9.00	1.50		4
6 Mar.	15	15	22.50	1.50		
13 Mar.	15	7	10.50	1.50		8
20 Mar.	15	11	16.50	1.50		4
27 Mar. <sup>w</sup>						
3 Apr.	15	2	3.00	1.50		13
10 Apr.	13	7	10.50	1.50		6
17 Apr.	11	7	10.50	1.50		4
24 Apr.	9	6	9.00	1.50		3
1 May	8	6	9.00	1.50		2
8 May <sup>w</sup>	7	5	7.50	1.50		2
15 May	11	7	10.50	1.50		4
Total	247	172	\$258.00			86
Avg/wk for 24 wks	10.3	7.2	\$10.75	\$1.50		3.6

<sup>z</sup>Saturdays and Sundays before Thanksgiving, Christmas, and Easter.<sup>y</sup>Market on Christmas and New Years' Day.<sup>x</sup>Sales affected by rainy, cold, or overcast weather.<sup>w</sup>Easter Sunday or Mothers' Day.

Table 9. Cilantro sales for Stephen's Produce at green markets in Southeast Florida, 2004-2005.

West Palm Beach	No. cilantro taken	No. cilantro sold	Total \$	Avg \$/bunch	Time sold out	No. cilantro unsold or given away
13 Nov.	47	47	69.00	1.50	1:00	
20 Nov. <sup>z</sup>	40.5	21	31.50	1.50		19.5
27 Nov.	31	21	31.50	1.50		10
4 Dec.	26	26	39.00	1.50	12:53	
11 Dec.	25	25	37.50	1.50	12:50	
18 Dec. <sup>z</sup>	26	26	39.00	1.50	11:35	
25 Dec. <sup>y</sup>						
1 Jan.						
8 Jan.	30	25	37.50	1.50		5
15 Jan.	21	21	31.50	1.50	10:45	
22 Jan.	31	21	31.50	1.50		10
29 Jan.	25	25	37.50	1.50	11:45	
5 Feb.	31	31	46.50	1.50	12:05	
12 Feb.	27	27	40.50	1.50		
19 Feb.	30	30	45.00	1.50	12:30	
26 Feb.	33	31	46.50	1.50		2
5 Mar.	28	19	28.50	1.50		9
12 Mar.	20	20	30.00	1.50		
19 Mar.	19	19	28.50	1.50		
26 Mar. <sup>z</sup>	25	25	37.50	1.50		
2 Apr. <sup>x</sup>	23	16	24.00	1.50		7
9 Apr.	22	22	33.00	1.50		
16 Apr.	20	20	30.00	1.50		
23 Apr.	24	24	36.00	1.50		
Ft. Pierce Green Market						
30 Apr.	13	11	16.50	1.50		2
7 May	12	5	7.50	1.50		7
Total	630	558	\$835.50	1.50		72.5
Avg/wk 24 weeks	26.3	23.3	\$34.81	\$1.50		3.0
Stuart						
14 Nov.	14	14	21.00	1.50		
21 Nov. <sup>z</sup>	18.5	10	15.00	1.50	11:30	reworked
28 Nov.	10	9	13.50	1.50		1
5 Dec.	16	16	24.00	1.50	11:31	
12 Dec.	12	12	18.00	1.50		
19 Dec. <sup>z</sup>	15	15	22.50	1.50	11:50	
26 Dec. <sup>x</sup>	7	2	3.00	1.50		5
2 Jan.	10	10	15.00	1.50	10:15	
9 Jan.	14	14	21.00	1.50		
16 Jan.	15	15	22.50	1.50		
23 Jan. <sup>x</sup>	17	13	19.50	1.50		4
30 Jan.	11	11	16.50	1.50	11:35	
6 Feb.	12	12	18.00	1.50	11:52	
13 Feb.	12	4	6.00	1.50		8
20 Feb.	12	11	16.50	1.50		1
27 Feb. <sup>x</sup>	10	10	15.00	1.50		
6 Mar.	18	15	22.50	1.50		3
13 Mar.	10	10	15.00	1.50		
20 Mar.	7	7	10.50	1.50		
27 Mar. <sup>w</sup>						
3 Apr.	15	11	16.50	1.50		4
10 Apr.	8	8	12.00	1.50		
17 Apr.	8	8	12.00	1.50		
24 Apr.	9	9	13.50	1.50		
1 May	12	12	18.00	1.50		
8 May <sup>w</sup>	7.5	7.5	11.50	1.50		
15 May	16	16	24.00	1.50		
Total	316	281.50	\$422.50			26
Avg/wk 24 weeks	13.2	11.73	\$17.60	\$1.50		1.1

<sup>z</sup>Saturdays and Sundays before Thanksgiving, Christmas, and Easter.<sup>y</sup>Market on Christmas and New Years' Day.<sup>x</sup>Sales affected by rainy, cold, or overcast weather.<sup>w</sup>Easter Sunday or Mothers' Day.

Table 10. Summary of Italian parsley sales for Stephen's Produce at green markets in Southeast Florida over a 4-year period, 2001-05.

Year	Location	Harvest and sales season	No. of weeks	No. parsley taken	No. parsley sold	No. sold/ week	Average price/ bunch	Total sales value	Sales value/ week	Unsold (% of total taken)
2001-02	WPB <sup>z</sup>	15 Feb.-5Apr.	5	55.0	55.0	11.0	\$1.00	\$55	\$11.00	0.0%
2002-03	WPB, PBC <sup>y</sup> , Stuart	19 Oct.-18 May	31	726.0	597.0	19.3	\$1.17	\$701	\$22.61	10.9%
2003-04	WPB, Wellington, Stuart	18 Oct.-22 May	32	1,013.0	919.0	28.7	\$1.00	\$919	\$32.60	9.3%
2004-05	WPB, Ft. Pierce, Stuart	27 Nov.-15 May	24	733.5	655.5	27.3	\$1.50	\$984	\$41.00	12.0%

<sup>z</sup>West Palm Beach, Fla.<sup>y</sup>Palm Beach Gardens, Fla.

Table 11. Summary of cilantro sales for Stephen's Produce at green markets in Southeast Florida over a 4 year period, 2001-05.

Year	Location	Harvest and sales season	No. of weeks	No. cilantro taken	No. cilantro sold	No. sold/ week	Average price/ bunch	Total sales value	Sales value/ week	Unsold (% of total taken)
2001-02	WPB <sup>z</sup>	15 Feb.-26 Apr.	8	87	87.0	10.9	\$1.00	\$87	\$10.88	0.0%
2002-03	WPB, PBC <sup>y</sup> , Stuart	19 Oct.-11 May	28	535	504.0	18.0	\$1.35	\$682	\$24.36	6.0%
2003-04	WPB, Wellington, Stuart	18 Oct.-22May	32	1,319	1,201.0	37.5	\$1.00	\$1,201	\$37.53	8.9%
2004-05	WPB, Ft. Pierce, Stuart	14 Nov.-15 May	24	873	839.5	35.0	\$1.50	\$1,258	\$52.42	3.0%

<sup>z</sup>West Palm Beach, Fla.<sup>y</sup>Palm Beach Gardens, Fla.

Table 12. Summary of Italian parsley production by Stephen's Produce for sale at green markets in Southeast Florida over a 4 year period, 2001-05.

Year	Harvest and sales season	No. wks planted	Linear bed ft planted/ planting	Avg days to harvest	Duration of harvest	Avg no. of harvests/ planting	Total bunches	Bunches/ acre	Bunches/ acre/day	\$/acre	\$/acre/day
2001-02	15 Feb.-5Apr.	1	7.0 <sup>z</sup>	61-125	64.0	5.0	55	85,564	685	\$85,564	\$685
2002-03	19 Oct.-18 May	10	9.4 <sup>y</sup>	60-119	59.0	4.4	670	78,152	657	\$91,438	\$768
2003-04	18 Oct.-22May	10	9.4 <sup>x</sup>	58-124	66.0	4.4	1,007	117,286	946	\$117,286	\$946
2004-05	27 Nov.-15 May	10	11.1 <sup>w</sup>	62-107	45.5	4.0	734	72,013	673	\$96,491	\$902

<sup>z</sup>Planted at three rows per bed.<sup>y</sup>Seven plantings at two rows per bed; three plantings at three rows per bed.<sup>x</sup>Three plantings at two rows per bed; seven plantings at three rows per bed.<sup>w</sup>All plantings at two rows per bed.

Table 13. Summary of cilantro production by Stephen's Produce for sale at green markets in Southeast Florida over a 4 year period, 2001-05.

Year	Harvest and sales season	No. wks planted	Linear bed ft planted/ planting	Avg days to harvest	Duration of harvest	Avg no. of harvests/ planting	Total bunches	Bunches/ acre	Bunches/ acre/day	\$/acre	\$/acre/day
2001-02	15 Feb.-26 Apr.	2	7.0 <sup>z</sup>	58-79	21.0	4.0	87	67,674	857	\$67,674	\$857
2002-03	19 Oct.-11 May	13	8.8 <sup>y</sup>	47-79	22.0	3.1	535	50,883	644	\$66,381	\$838
2003-04	18 Oct.-22May	34	10.9 <sup>x</sup>	41-45	4.0	1.4	1,296	37,970	844	\$37,970	\$844
2004-05	14 Nov.-15 May	26	11.3 <sup>w</sup>	41-45	4.6	1.5	873	32,414	720	\$46,710	\$1,038

<sup>z</sup>Planted at three rows per bed. Cut and let regrow.<sup>y</sup>Seven plantings at two rows per bed; six plantings at three rows per bed. Cut and let regrow.<sup>x</sup>Two plantings at two rows per bed; 32 plantings at three rows per bed. Once over harvest.<sup>w</sup>Seven plantings at two rows per bed; nineteen plantings at three rows per bed. Once over harvest.

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