

Growing and Marketing Kohlrabi at Local Green Markets in Southeast Florida

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The growers for Stephen's Produce began growing and marketing kohlrabi *Brassica oleracea* var. *gongylodes* L., in 2001 from a 0.15-acre backyard market garden to help supply the West Palm Beach Green Market with a Saturday supply of Agarden fresh@ produce. The garden has been expanded each year. In 2006–07, 0.38 acres were under cultivation and clientele were being served at two weekend green markets. Kohlrabi (green and purple cultivars) were two of the 30 crops grown and have been included in the crop mix for the past six seasons. Planting schedules, growing and harvesting methods, yields, and sales figures will be discussed. For the 2006–07 season, 28 plantings of kohlrabi were made for the 28-week sales season that began 21 Oct. and concluded 29 Apr. Kohlrabi was cut, excessive leaves trimmed off, and lightly spray-washed the day before sales. Kohlrabi "bulbs" were generally sold for \$1.00 each. In 2003–04, an average of 32 green and 19 purple kohlrabi were grown and sold each week. In 2005–06, an average of 14 green and 25 purple kohlrabi were grown and sold each week.

THE BEGINNING OF KOHLRABI SALES FOR GREEN MARKETS IN SOUTHEAST FLORIDA, 2001–07. The growers for Stephen's Produce were the first vendors to offer kohlrabi for sale at green markets in Southeast Florida. Our regular customers were already getting other leafy salad greens from Stephen's Produce: cilantro, Italian parsley, lettuce, arugula, Swiss chard, mizuna, bekana, mache, garden cress, and spinach (Shuler et al., 2003a, 2003b, 2004a, 2005a, 2006a, 2006b). Stephen's Produce was looking for new and unusual crops to grow and sell since the garden had continued to be expanded and there was not a need to greatly expand production of existing crops. There is commercial production of green kohlrabi in Southeast Florida by growers of Asian Brassica crops. After kohlrabi was introduced at the Greenmarket in West Palm Beach, at least one other produce vendor began selling it as well. His kohlrabi was purchased from one of the local commercial growers. Weekly plantings of green kohlrabi (cv. Winner, Johnny's Selected Seeds, Winslow, ME) was begun Oct. 2001. In 2002 a different cultivar was grown, 'Grand Duke' (Otis S. Twilley Seed Co., Hodges, SC). Planting began in late August in order to have kohlrabi for sale at the first market in late October. In 2003 the purple cultivar 'Kolibri' (Johnny's Selected Seeds) was added to the crop mix. Even though the green type was considered traditional, production of the purple cultivar was increased because it tasted sweeter than the green type and it give us a competitive advantage over the competing vendor who only had the green type for sale (Note: the competing vendor went out of the produce business in late Fall 2005). Kohlrabi is "grown for the turnip-like enlargement of the stem just above ground level. The 'bulbs' are tender and succulent if rapidly grown and harvested, but become tough and fibrous with age. For eating, the peel is removed and the interior sliced or diced and boiled" (Markle et al., 1998).

SOIL PREPARATION, IRRIGATION SETUP AND MANAGEMENT. Garden soil preparation, broadcast fertilization, bed making, and irrigation

setup and management has been handled similarly for the past several years (Shuler et al., 2001a, b; 2002a, b; 2003a, b; 2004a, b; 2005a, b, 2006a, b).

CROP ESTABLISHMENT WITH DIRECT SEEDING. A 1% chlorpyrifos mole cricket bait (Micro Flo, Memphis, TN) used to control wire worms and cutworms and approximately 300 to 400 lb/acre 23–0–23 topdress fertilizer made from mixing equal amounts of potassium nitrate and ammonium nitrate was sprinkled on the bed top just before seeding. The cultivator attachment of a wheel-hoe was used on the row areas of the bed surface to incorporate the soil insecticide and fertilizer amendments and to loosen the area for planting.

Row furrows were pushed open with a hoe. Kohlrabi was planted two to three seeds per hill at a within-row spacing of approximately 6 inches. Kohlrabi was usually planted two rows per bed. On wider beds, it was occasionally planted three rows per bed: either three rows of kohlrabi or two outer rows of kohlrabi and a middle row of a short season crop such as radish. 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. After approximately 15 to 20 d, hills were thinned to one plant.

GARDEN SPACE MANAGEMENT AND CROP SCHEDULING. From late August until first harvest for the beginning of the market sales season in late October, plantings of crops could be made any day of the week. After the harvesting and sales season began in late October, days available for planting were mostly limited to Monday through Thursday (Friday, Saturday, and Sunday were needed for harvest and sales). After the entire garden area was planted over once (usually by early to mid November), space available for new plantings was limited to areas where "just harvested" crops had been pulled out. Kohlrabi plantings were usually begun in late August and made at intervals of 5 or 6 d until early November, when plantings were made every 7 d. Since harvest was at weekly intervals, this allowed for each successive week's crop to have an extra day to mature, thus days to first harvest increased from approximately 60 to 70 d over the first 10 weeks of plantings.

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For the 2003–04 season, 30 plantings were made beginning 21 Aug. for a 16 Oct. harvest (Table 1). Days to first harvest usually ranged from 55–65 d for October to December harvests, 65–72 d for January through March harvests, and 60–65 d for April and May harvests. Plantings continued until mid-March for mid-May harvests. Sometimes the planting schedule had to be compromised after early December because of limited available space. In this situation, scheduled plantings sometimes had to be either reduced in size or skipped for a week until more space became available for planting.

GROWING THE CROP AND PEST MANAGEMENT. Weed pressure has increased dramatically over the past three seasons because end-of-season weeds were allowed to go to seed. Emergence and early growth of kohlrabi is relatively slow, so it does not compete well with weeds. From August to mid-November, when conditions were favorable (dry foliage and no wind), paraquat dichloride (Gramoxone Max, Syngenta Crop Protection, Inc., Greensboro, NC) was occasionally sprayed in alleyways and on

bed shoulders of planted crops and on the tops of unplanted beds to control recently emerged weeds.

Crop protective chemicals were used as described in previous reports of our garden crops (Shuler et al., 2003a, 2003b, 2004a, 2004b, 2005a, 2005b, 2006a, 2006b). Our crop protective chemical program for insects usually provided excellent control of worms. Worms could have been a problem for kohlrabi, especially in the spring, as evidenced by the presence of egg masses on crop leaves. Scouting for pests was done at harvest and when pests were detected, younger plantings would be further examined and sprayed if needed. Aphids were moderately attracted to kohlrabi, but were not considered a problem since tops were removed for marketing.

Even though multiple seeds were planted per hill, plant stand was sometimes less than adequate during periods of low rainfall (resulting in low soil moisture levels in the surface germination zone). Plant stand was also less than adequate during periods of excessive rainfall and flooding when young seedlings were killed

Table 1. Green kohlrabi production from 0.034 acres for sale at green markets in Southeast Florida, 2003–04.

Date planted	Harvest period (dates)		Days to harvest		Avg days to harvest	Linear bed ft planted ^z	Kohlrabi planted (no.)	Kohlrabi harvested (no.)	Total value		\$/Acre per day ^x
	Start	Finish	Start	Finish					(\$) ^y	\$/Acre	
21 Aug. ^w	16 Oct.	17 Oct.	56	57	57	13	51	32	\$32	\$26,806	\$470
26 Aug. ^w	24 Oct.	7 Nov.	59	73	66	13.5	50	22	\$22	\$17,747	\$243
31 Aug. ^w	24 Oct.	31 Oct.	54	61	58	12	50	40	\$40	\$36,300	\$595
7 Sept. ^w	7 Nov.	7 Nov.	61	61	61	12.5	50	3	\$3	\$2,614	\$43
12 Sept. ^w	7 Nov.	21 Nov.	56	70	63	12.5	45	28	\$28	\$24,394	\$348
19 Sept. ^w	21 Nov.	5 Dec.	63	77	70	13.5	50	45	\$45	\$36,300	\$471
24 Sept. ^w	21 Nov.	12 Dec.	58	79	69	13	50	46	\$46	\$38,534	\$488
1 Oct.	5 Dec.	19 Dec.	65	79	72	15	50	47	\$47	\$34,122	\$432
6 Oct. ^w	12 Dec.	26 Dec.	67	81	74	14	51	51	\$51	\$39,671	\$490
13 Oct. ^w	26 Dec.	10 Jan.	74	89	82	14	50	34	\$34	\$26,447	\$297
20 Oct.	26 Dec.	9 Jan.	67	81	74	14	52	43	\$43	\$33,448	\$413
27 Oct. ^w	2 Jan.	16 Jan.	67	81	74	16.5	60	56	\$56	\$36,960	\$456
5 Nov. ^w	16 Jan.	23 Jan.	72	79	76	14	53	53	\$53	\$41,226	\$4522
12 Nov.	16 Jan.	30 Jan.	65	79	72	16	55	53	\$53	\$36,073	\$457
18 Nov.	30 Jan.	6 Feb.	73	79	76	14	51	37	\$37	\$28,781	\$364
25 Nov.	6 Feb.	7 Feb.	73	74	74	13	49	44	\$44	\$36,858	\$498
2 Dec.	13 Feb.	14 Feb.	73	74	74	10	51	46	\$46	\$50,094	\$677
9 Dec.	13 Feb.	21 Feb.	66	74	70	14	47	42	\$42	\$32,670	\$441
16 Dec.	21 Feb.	28 Feb.	67	74	71	14	50	46	\$46	\$35,781	\$484
23 Dec. ^w	5 Mar.	5 Mar.	73	73	73	12	40	34	\$34	\$30,855	\$423
30 Dec.	6 Mar.	19 Mar.	67	80	74	9.5	35	31	\$31	\$35,536	\$444
6 Jan.	12 Mar.	20 Mar.	66	74	70	12	40	37	\$37	\$33,578	\$454
13 Jan.											
21 Jan.	26 Mar.	2 Apr.	65	72	69	11	39	34	\$34	\$33,660	\$468
29 Jan.	2 Apr.	3 Apr.	64	65	65	9	38	12	\$12	\$14,520	\$223
3 Feb.											
11 Feb.	9 Apr.	23 Apr.	58	72	65	7.5	38	23	\$23	\$33,396	\$464
19 Feb.	17 Apr.	8 May	57	78	68	9	36	34	\$34	\$41,140	\$527
25 Feb.	1 May	14 May	66	79	73	12	40	21	\$21	\$19,058	\$241
3 Mar.	8 May	14 May	66	72	69	10	30	10	\$10	\$10,890	\$151
10 Mar.	8 May	14 May	59	65	62	9	31	18	\$18	\$21,780	\$335
17 Mar.	14 May	21 May	58	65	62	7.5	38	21	\$21	\$30,492	\$469
Totals			64.5	73.9	69.2	367	1370	1043	\$1043	\$30,949	\$393
Avg for 30 plantings						12.2			\$34.77		
Avg for 32 weeks sales									\$32.60		

^zBeds were 4 ft center to center. Twelve plantings were at two rows per bed; the other 18 plantings were at three rows per bed.

^yBased on \$1.00 per kohlrabi if all “bulbs” were sold.

^xBased on “Days to harvest—Finish.”

^wThese 12 plantings were at two rows per bed; the other 18 plantings were at three rows per bed.

by damping-off. Although excessive weed growth did not slow down harvest like it did with a leafy crop such as parsley where weed leaves would have been separated from the crop leaves, weeds in kohlrabi did slow down crop growth by shading. When growth was slowed, bulbs more easily became tough and fibrous before reaching marketable size. Weed leaves also limited air flow and created an environment for excessive dew. This moist environment contributed to pathogen induced blemishes on the lower half of kohlrabi bulbs. These blemishes usually did not extend far below the surface and were usually sliced off. Nevertheless, damaged bulbs would be held for sale after good bulbs had been sold first. Fungicides were usually not used on kohlrabi.

Kohlrabi was also subject to having splits and growth cracks and to being misshapen. Purple kohlrabi planted in late August and early September was subject to splits more so than the green kohlrabi such that the first three or four plantings in late summer were limited to green kohlrabi.

HARVESTING AND WASHING. On Friday, kohlrabi was usually the third crop harvested in the morning and on Saturday all crops were usually cut after sundown. Kohlrabi was pulled out of the

ground and the lower stem and roots cut off with a pair of garden clippers. The outer leaves were also clipped off where they were attached to the bulb, leaving only a few of the youngest leaves at the top intact. Bulbs were carried in a wheelbarrow to the washing station where they were rinsed and where any blemishes were cut off. Kohlrabi bulbs were stored loosely in a cooler with ice. Any kohlrabi left unsold at the Saturday market would be taken back home, placed in sales bags and held in a household refrigerator until time for loading for the Sunday market.

MARKETING, PRICING, AND SALES TECHNIQUES. Our primary greenmarket outlets have been the Saturday market in West Palm Beach, FL (7 AM to 1 PM for 28 weeks, late October to late April), where we have sold produce since 1998 and the Sunday market in Stuart, FL (9 AM to 1 PM for 28 to 30 weeks, late October to early May), where we have sold produce since Spring 2003. Note: Hours for the West Palm Beach greenmarket (under new management in 2006–07) were reduced to 8 AM to 1 PM.

Even though the demand for kohlrabi has declined over the past three years such that the size of our plantings has been reduced, there are still “regular” customers who buy our kohlrabi because

Table 2. Green and purple kohlrabi sales for Stephen’s Produce at green markets in Southeast Florida, 2003–04.

Market weekend	Green kohlrabi				Market weekend	Purple kohlrabi			
	Taken (no.)	Sold (no.)	Sales (\$)	Unsold (no.)		Taken (no.)	Sold (no.)	Sales (\$)	Unsold (no.)
18 Oct.	32	32	\$26		18 Oct.	13	13	\$12	
25 Oct.	23	23	\$23		25 Oct.	7	7	\$7	
1 Nov.	24	22	\$22	2	1 Nov.	13	12	\$12	1
8 Nov.	21	21	\$19		8 Nov.	4	4	\$4	
15 Nov.	16	15	\$11	1	15 Nov.	15	13	\$12.5	2
22 Nov.	17	17	\$13.5		22 Nov.	25	25	\$17.5	
29 Nov.	25	25	\$23		29 Nov.	20	19	\$16.5	1
6 Dec.	45	39	\$37	6	6 Dec.	15	12	\$12	3
13 Dec.	40	26	\$26	14	13 Dec.	21	20	\$20	1
20 Dec.	40	31	\$31	9	20 Dec.	31	31	\$31	
27 Dec.	47	45	\$39	2	27 Dec.	30	30	\$30	
3 Jan.	42	42	\$41		3 Jan.	15	15	\$14	
10 Jan.	62	52	\$49	10	10 Jan.	3	3	\$3	
17 Jan.	39	31	\$31	8	17 Jan.	23	16	\$16	7
24 Jan.	45	45	\$36		24 Jan.	26	26	\$23	
31 Jan.	47	47	\$40		31 Jan.	16	16	\$16	
7 Feb.	66	66	\$63		7 Feb.	19	19	\$19	
14 Feb.	51	51	\$44		14 Feb.	6	6	\$5	
21 Feb.	44	44	\$41		21 Feb.	16	16	\$16	
28 Feb.	39	37	\$37	2	28 Feb.	39	38	\$36	1
6 Mar.	46	46	\$43		6 Mar.	31	31	\$30	
13 Mar.	25	25	\$25		13 Mar.	43	43	\$40	
20 Mar.	29	29	\$29		20 Mar.	20	20	\$20	
27 Mar.	26	20	\$20	6	27 Mar.	20	17	\$17	3
3 Apr.	20	20	\$20		3 Apr.	30	29	\$29	1
10 Apr.	11	9	\$9	2	10 Apr.	15	13	\$13	2
17 Apr.	11	11	\$11		17 Apr.	14	14	\$14	
24 Apr.	15	15	\$15		24 Apr.	36	35	\$35	1
2 May	20	14	\$14	6	2 May	18	16	\$15	2
9 May	21	7	\$7	14	9 May	8	7	\$7	1
15 May	29	8	\$7	21	15 May	14	10	\$10	4
21 May	20	15	\$15	5	21 May	7	6	\$4	1
Total	1038	930	\$868	108	Total	613	582	\$557	31
Avg/wk (32 weeks)	32.4	29.1	\$27.13	3.4	Avg/wk (32 weeks)	19.2	18.2	\$17.40	1.0
		Percent unsold		10.4%			Percent unsold		5.1%

Table 3. Summary of green kohlrabi sales for Stephen's Produce at green markets in Southeast Florida over a 6-year period, 2001–07.

Season	Location	Harvest and sales season	Weeks sold (no.)	Kohlrabi taken (no.)	Kohlrabi sold (no.)	Sold per wk (no.)	Avg price per kohlrabi (\$)	Total sales value (\$)	Sales value per wk (\$)	Kohlrabi unsold (no.)	Unsold (% of total taken)
2001–02	WPB ^z	8 Dec. –27 Apr.	21	506	502	23.9	\$0.84	\$420	\$20.00	4	0.8%
2002–03	WPB	19 Oct. –18 May	27	1188	1126	41.7	\$0.92	\$1033	\$38.26	62	5.3%
2003–04	WPB, PBG ^y , Stuart	18 Oct. –22 May	32	1038	930	29.1	\$0.93	\$868	\$27.13	108	10.4%
2004–05	WPB, Wellington, Stuart	27 Nov. –15 May	25	507	475	19	\$0.98	\$464	\$18.56	32	6.3%
2005–06	WPB, Stuart	23 Nov. –9 May	25	363	330	13.2	\$1.00	\$330	\$13.20	33	9.1%
2006–07	WPB, Stuart	21 Oct. –28 Apr.	27	409	388	14.4	\$1.00	\$388	\$14.37	21	5.1%

^zWest Palm Beach, FL.^yPalm Beach Gardens, FL.

Table 4. Summary of purple kohlrabi sales for Stephen's Produce at green markets in Southeast Florida over a 4-year period, 2003–07.

Season	Location	Harvest and sales season	Weeks sold (no.)	Kohlrabi taken (no.)	Kohlrabi sold (no.)	Sold per wk (no.)	Avg price per kohlrabi (\$)	Total sales value (\$)	Sales value per wk (\$)	Kohlrabi unsold (no.)	Unsold (% of total taken)
2003–04	WPB ^z , PBG ^y , Stuart	18 Oct. –22 May	32	612	582	18.2	\$0.96	\$557	\$17.41	30	4.9%
2004–05	WPB, Wellington, Stuart	27 Nov. –15 May	25	698	681	27.2	\$0.98	\$669	\$26.76	17	2.4%
2005–06	WPB, Stuart	19 Nov. –14 May	25	619	580	23.2	\$1.00	\$580	\$23.16	39	6.3%
2006–07	WPB, Stuart	21 Oct. –28 Apr.	25	542	525	21	\$1.00	\$525	\$21.00	17	3.1%

^zWest Palm Beach, FL.^yPalm Beach Gardens, FL.

they can not find it in their local supermarkets or because they prefer our kohlrabi over what they do find. We have not seen purple kohlrabi in local supermarkets. Some customers who grew up eating the green type now prefer the purple kohlrabi.

There is a perception that smaller-sized bulbs are younger and hence more succulent and less fibrous than larger bulbs. This observation would generally be valid if growing conditions were the same for all bulbs. For a given market weekend kohlrabi was usually harvested from two and sometimes three successive plantings. Remaining, slower developing bulbs from an "older planting" were harvested along with "on time" bulbs from the "current" planting as well as fast growing bulbs from "next week's" planting." In our garden environment, each week's planting could be under different conditions of weed growth and shading from adjacent crops. Under these varying conditions, smaller bulbs could be from an older, slower growing planting and be more fibrous than a larger bulb grown under more favorable conditions.

Even though there was usually a range in size among kohlrabi bulbs, they were not weighed at point of sale and over the past six seasons the price of \$1.00 per bulb has been maintained. Oc-

asionally prices were reduced at the end of the market day if the bulbs were very small or blemished. Price was not reduced in an attempt to sell more bulbs. Since many customers were not familiar with kohlrabi, free samples of small slices were often offered to introduce customers to its unique texture and flavor. A display of several bulbs of both green and purple kohlrabi was maintained and replenished with kohlrabi from the storage cooler as needed.

PRODUCTION AND SALES FIGURES. Detailed production and sales figures were provided for the 2003–04 season (Table 2). This was our most productive season and was not affected by September or October hurricanes as was the 2004–06 seasons.

The greatest amounts of green kohlrabi sold were for the 8 Feb. 2004 weekend when 66 bulbs were sold for \$66 and the 1 Mar. 2003 weekend when 65 bulbs were sold for \$65. The greatest amount of purple kohlrabi sold was for the weekends of 8 Jan., 22 Jan., and 5 Mar. 2005, when 47 bulbs were sold for \$47. The greatest amount of total kohlrabi sold (green plus purple) was for the 8 Feb. 2004 weekend, when 85 bulbs were for \$85. A summary of seasonal kohlrabi production and sales is provided in Tables 3–7.

Table 5. Summary of all (green and purple) kohlrabi sales for Stephen's Produce at green markets in Southeast Florida over a 6-year period, 2001–07.

Season	Location	Harvest and sales season	Weeks sold (no.)	Kohlrabi taken (no.)	Kohlrabi sold (no.)	No. sold per wk	Avg price per kohlrabi	Total sales value (\$)	Sales value per wk	No. kohlrabi unsold	Unsold (% of total taken)
2001–02	WPB ^z	8 Dec. . –27 Apr	21	506	502	23.9	\$0.84	\$420	\$20.00	4	0.8%
2002–03	WPB	19 Oct. –18 May	27	1188	1126	41.7	\$0.92	\$1033	\$38.26	62	5.3%
2003–04	WPB, PBG ^y , Stuart	18 Oct. –22 May	32	1650	1512	47.3	\$0.93	\$1425	\$44.53	138	8.4%
2004–05	WPB, Wellington, Stuart	27 Nov. –15 May	25	1205	1156	46.2	\$0.98	\$1133	\$45.32	49	4.1%
2005–06	WPB, Stuart	23 Nov. –9 May	25	982	910	36.4	\$1.00	\$910	\$36.40	72	7.3%
2006–07	WPB, Stuart	21 Oct. –28 Apr.	27	951	913	33.8	\$1.00	\$913	\$33.80	38	4.0%

^zWest Palm Beach, FL.

^yPalm Beach Gardens, FL.

Table 6. Summary of green kohlrabi production by Stephen's Produce for sale at green markets in Southeast Florida over a 6-year period, 2001–07.

Season	Harvest and sales season	Wks planted (no.)	Linear bed ft per planting	Avg days to harvest	Median harvest days	Seeded that were harvested (%)	Within-row plant spacing (inches)	Kohlrabi harvested (no.)	Kohlrabi sold (no.)	Value sold (\$)	\$/Acre	\$/Acre per day
2001–02	8 Dec. –27 Apr.	21	5.4 ^v	64–81	73	75%	7.6	506	502	\$420	\$45,598	\$560
2002–03	19 Oct. –18 May	29	10.8 ^s	65–75	70	80%	7.5	1188	1126	\$1033	\$38,376	\$512
2003–04	18 Oct. –22 May	30	12.2 ^w	65–74	70	76%	6.7	1038	930	\$868	\$30,949	\$393
2004–05	27 Nov. –15 May	23	7.5 ^v	63–72	68	75%	6.1	507	475	\$464	\$29,532	\$410
2005–06	23 Nov. –9 May	24	7.5 ^u	67–77	72	48%	5.8	363	330	\$330	\$21,840	\$283
2006–07	21 Oct. –28 Apr.	28	6.0 ^t	63–73	68	64%	6.4	409	388	\$388	\$27,131	\$369

^zBased on days to final harvest.

^vFour plantings with two rows per bed; 17 plantings with three rows per bed.

^sThirteen plantings with two rows per bed; 16 plantings with three rows per bed.

^wTwelve plantings with two rows per bed; 18 plantings with three rows per bed.

^uEighteen plantings with two rows per bed; five plantings with three rows per bed.

^tTwenty-three plantings with two rows per bed; one planting with three rows per bed.

^rAll 28 plantings with two rows per bed.

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, young families with children, as well as winter residents from the northern United States, Canada, and Europe.

For most of our customers, kohlrabi was one of several items purchased. Many customers would buy multiple bulbs and during

2006–07, a chef for a small raw foods restaurant would buy 10 to 13 on alternate weekends. Even though we introduced kohlrabi to many customers who were not previously familiar with it, most sales of kohlrabi were to older couples who had grown up with it in the northern states or in Europe. Customers would often comment on the freshness of our kohlrabi and that they couldn't find it in their local supermarkets. Most regular customers of kohlrabi would purchase it each time they shopped at the market.

Table 7. Summary of purple kohlrabi production by Stephen's Produce for sale at green markets in Southeast Florida over a 4-year period, 2003–07.

Season	Harvest and sales season	Wks planted (no.)	Linear bed ft per planting	Avg days to harvest	Median harvest days	Seeded that were harvested (%)	Within-row plant spacing (inches)	Kohlrabi harvested (no.)	Kohlrabi sold (no.)	Value sold (\$)	\$/Acre	\$/Acre per day
2003–04	18 Oct. –22 May	30	8.2 ^v	64–73	69	69%	6.7	612	582	\$557	\$25,399	\$349
2004–05	27 Nov. –15 May	23	9.8 ^x	63–72	68	81%	6.3	698	681	\$669	\$31,012	\$431
2005–06	23 Nov. –9 May	24	9.4 ^w	66–77	72	66%	6.0	619	580	\$580	\$29,827	\$389
2006–07	21 Oct. –28 Apr.	25	8.0 ^v	63–73	68	69%	6.0	542	525	\$525	\$29,512	\$404

^vBased on days to final harvest.

^yFourteen plantings with two rows per bed; 16 plantings with three rows per bed.

^xSeventeen plantings with two rows per bed; six plantings with three rows per bed.

^wTwenty-three plantings with two rows per bed; one planting with three rows per bed.

^vAll 25 plantings with two rows per bed.

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