



New Road, East Malling  
Kent ME19 6BJ

T. +44 (0)1732 843833  
F. +44 (0)1732 849067  
[enquiries@emr.ac.uk](mailto:enquiries@emr.ac.uk)

[www.eastmallingresearch.com](http://www.eastmallingresearch.com)

# ERDF 'WATERR' PROJECT

## IRRIGATION BUSINESS REVIEW FINDINGS

### IRRIGATOR PERFORMANCE DATA: FIELD STRAWBERRIES



**ERDF 'WATERR' PROJECT**  
**IRRIGATION BUSINESS REVIEW FINDINGS**  
**IRRIGATOR PERFORMANCE DATA: FIELD STRAWBERRIES**  
**IRRIGATION PRODUCTIVITY/ADDED VALUE**

		<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>IRRIGATION WATER APPLIED</b>				
Cubic Meters per hectare	Range	244 – 2,400	576 – 2,002	773 – 2,090
	Average	1,546	1,302	1,462
<b>YIELDS</b>				
Tonnes per hectare	Range	5 – 28	10 – 34	12 - 32
	Average	17	20	21
<b>PRODUCTIVITY: WATER USED PER TONNE</b>				
Cubic meters per tonne	Range	54 – 111	48 – 88	43 – 108
	Average	87	68	73
<b>ESTIMATED YIELD INCREASE DUE TO IRRIGATION</b>				
Tonnes per hectare	Range	3 – 14	4 – 17	5 – 12
	Average	7	8	8
	%age of total yield	41%	40%	38%
<b>AVERAGE SELLING PRICE</b>				
£ per tonne	Range	2,700 – 3,870	2,840 – 4,050	3,010 – 5,530
	Average	3,345	3,650	3,930
<b>ESTIMATED PRICE PREMIUM DUE TO IRRIGATION</b>				
£ per tonne	Range	0 – 2,500	0 – 2,040	300 – 2,210
	Average	586	466	503
	%age of Selling price	18%	12%	13%



**ERDF 'WATERR' PROJECT**  
**IRRIGATION BUSINESS REVIEW FINDINGS**  
**IRRIGATOR PERFORMANCE DATA: FIELD STRAWBERRIES**

**IRRIGATION FINANCIAL RETURNS**

		<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>GROSS PROCEEDS</b>				
(Yield per Hectare x Price per Tonne)	Range	17,492 – 99,680	32,500 – 137,700	39,000 - 125,760
	Average	54,736	75,064	82,829
<b>COST OF IRRIGATION</b>				
£ per hectare	Range	272 – 1,860	209 – 1320	225 – 1,800
	Average	1,296	765	1,012
<b>IRRIGATION GROSS MARGIN</b>				
(Gross proceeds – Irrigation Cost)	Range	37,140 – 98,384	31,180 – 137,700	37,200 – 124,748
£ per hectare	Average	53,440	74,300	81,817
<b>ESTIMATED IRRIGATION PRICE PREMIUM PER HECTARE</b>				
£ per hectare	Range	2,408 – 11,300	0 – 24,358	5,795– 39,603
	Average	3,842	5,806	9,080
<b>ESTIMATED YIELD INCREASE VALUE PER HECTARE</b>				
£ per hectare	Range	3,973 – 48636	6,208 – 68,850	9,320 – 43,230
	Average	20,603	30,964	26,883
<b>ESTIMATED NET FINANCIAL BENEFIT DUE TO IRRIGATION</b>				
(Estimated yield increase + price premium – cost of irrigation)	Range	13,977 – 49,748	5,443 – 68,085	8,308 – 42,218
£ per hectare	Average	23,149	36,005	4,951
<b>NET FINANCIAL BENEFIT AS PERCENTAGE OF PROCEEDS</b>				
Percent		42%	42%	42%

