

A photograph of a brown and white cow with long, curved horns peering over a wooden gate. The gate is set in a dense, green hedge. In the background, there are more trees and a utility pole. The scene is outdoors, likely in a garden or farm setting.

# Jim Cronin

Market Gardening, Money & Family

29<sup>th</sup> February 2024



**As growers, we are competing with Global Vegetable Production**

How do you achieve €8000?  
Break into figures

---

Beds are 30m long & 75cm wide

-----

Beetroot – 300 bunches  
@€2/bunch = **€600**

-----

Spinach – 45kg / cut  
@ €8/kg = **€360**  
4 cuts = **€1440**

-----

Salad Rocket – 1kg/m –  
30kg/bed @€20/kg = **€600**

-----

Head Lettuce – 600 heads  
@€1.20 per head = **€720**

-----

Seed Onions (Outdoors) –  
300 bunches @€2 = **€600**  
Same crop saved  
300kg @€1.50 = **€450**





**Market Garden Tunnel Production**



**Market Garden Outdoor Production**



**A Combination of Field Scale and Market Garden Production**



## **Who are your Customers?**

- Farmers Market
- Supermarket (Centra / SuperValu etc)
- Honesty box
- Box scheme
- Distributor of organic vegetables
- Restaurant / Deli / Sandwich Bar
- Community Supported Agriculture



**What is your relationship with money €€€?**

**Abundant?**

**Always strapped for cash?**

**Biscuit tin finances are practised by many market gardeners**





**Market gardening  
and family life**