

Controllers needed in Fla. and Calif.

	Acres	Trees / Acre*	Total No. of Trees	Trees / Controller	No.of Controllers
Florida**					
All Citrus	<u>419,452</u>	109	<u>45,720,268</u>	2	<u>22,860,134</u>
Total	419,452		45,720,268		22,860,134
California***					
Grapefruit	8,226	109	896,634	2	448,317
Lemons	45,389	109	4,947,401	2	2,473,701
Limes	630	109	68,670	2	34,335
Oranges, Navel	117,338	109	12,789,842	2	6,394,921
Oranges, Valencia	28,648	109	3,122,632	2	1,561,316
Pummelos and Hybrids	1,160	109	126,440	2	63,220
Mandarins & Mandarin Hybrids	<u>61,282</u>	109	<u>6,679,738</u>	2	<u>3,339,869</u>
Total	262,673		28,631,357		14,315,679
Combined Total	682,125		74,351,625		37,175,813

Revenue	Retail Price	\$200.00 / controller
Cost of Goods Sold	Prototype Cost	\$60.00 / controller
Gross Margin	(Revenue – Cost of Goods Sold) / Revenue	70.00%
	\$140.00	\$200.00
Projected Gross Profit	(Revenue – Cost of Goods Sold) X Combined Total	\$5,204,613,750.00
	\$140.00 Per Unit	37,175,813

* <https://wikifarmer.com/planting-orange-trees/>

** <https://www.theledger.com/story/news/2020/09/02/usda-report-florida-citrus-continues-decline/5693449002/>

*** https://www.nass.usda.gov/Statistics_by_State/California/Publications/Specialty_and_Other_Releases/Citrus/Acreage/201808citac.pdf