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*Fruits for the Future*

**BOOK OF ABSTRACTS**

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## ECONOMIC AND FINANCIAL ANALYSIS OF RAISING AND PLANTING 141 HA OF MARASKA CHERRY (*PRUNUS CERASUS L. VAR. MARASCA*) IN DALMATIA

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*THE MARASKA CHERRY* (*Prunus cerasus L. var. marasca*) is known as a fruit variety since the 16<sup>th</sup> century when it cultivated and produced its main product - liqueur Maraschino. The cultivation of Maraska is limited to the area of Northern and Central Dalmatia, more precisely from Zadar to Makarska. The aim of the paper was to determine the economic efficiency of plantation and cultivation of 141 ha of Maraska cherry in Zadar County, Croatia, production and development capacity of the selected area in a 25-year period. Calculation-determined costs and revenues were the basis for calculating the relevant economic size and indicators of cherry production, as well as business operations in general. The total cost of soil preparation and plantation of Maraska cherry is € 2.030.430,50. The value of investment in equipment, mechanization and facilities is € 962.651,39. Costs of soil preparation and plantation represent the Total costs of plantation and cultivation for a 23-year period amounting to € 12.538.710,72. Regular production costs of 141 ha of cherry Maraska production were highest in the 7<sup>th</sup> year of plantation and were around € 798.645,17. Total revenues in the 23-year period were € 19.403.391,66. Highest revenues were from the 8<sup>th</sup> to the 23<sup>rd</sup> year of orchard. Values of economic indicators; productivity, economic efficiency, and profitability show that investment in business during the 23-year period is economically efficient.

**KEY WORDS:** Maraska cherry, Economic efficiency, Dalmatia, Croatia

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