

CONVENTIONAL BROCCOLI CASE STUDY

California | May 2025

KEY RESULTS

RETURN ON INVESTMENT

72.08%

BREAK EVEN

1.4

Y E A R S

SAVINGS PER YEAR (BURDENED)

\$1,009,121

ACCOUNTING FOR TRACTOR, FUEL, LABOR

FIELD DETAILS

Trial Size	2.0 ac
Average Weed Density	8.41 /sqft
Average LaserWeeder Speed	0.89 ac/hr
Treatment Breakdown	LaserWeeder: 1 Pass Cultivator: 1 Pass Side Dressing: 2 Herbicide: GoalTender [1 post-emergent application]



RESULTS & ANALYSIS

COST CALCULATOR BREAKDOWN

EXISTING WEED CONTROL COST PER ACRE	\$770.54
OPERATIONAL COST PER ACRE [All but LaserWeeder purchase]	\$215.17
REMAINING WEEDING BILL [Cleanup after LaserWeeder]	\$101.10
WEED BILL SAVINGS PER ACRE	\$454.26
WEED BILL SAVINGS PER YEAR	\$1,009,121.15
BREAK EVEN YEARS	1.4
ROI	72.08%

Results are based on 39 weeks of utilization a year with 64 operating hours a week.