

# Hillsborough County Agriculture Sales Continue to Increase: 2007 Estimates

Hillsborough County Economic Development Department  
Agriculture Industry Development Program

The Hillsborough County Cooperative Extension Service and Hillsborough County Agriculture Industry Development Program have released the agriculture sales and acreage estimates for 2007.

The 2007 sales of Hillsborough County agriculture products are estimated to be \$845,828,174, an increase of 10.8% from 2006. The total land area devoted to agriculture is estimated to be 241,199 acres.

## Hillsborough County Agricultural Commodities - 2007

Commodity	Annual Sales	Acreage
Aquaculture	\$33,685,700	1,142
Beef Cattle/Pasture	\$13,993,500	88,572
Bees/Honey	\$492,000	N/A
Blueberries	\$3,500,000	400
Citrus	\$34,358,720	14,783
Dairy	\$6,576,328	1,550
Forestry	\$1,100,000	95,500
Goats	\$27,345	304
Hay	\$1,758,026	5,828
Ornamental Plants	\$207,575,011	3,977
Poultry	\$17,146,800	18
Sod	\$15,119,744	4,831
Strawberries	\$343,275,000	8,650
Vegetables	\$115,000,000	11,914
Miscellaneous	\$52,220,000	3,730
<b>Total</b>	<b>\$845,828,174</b>	<b>241,199</b>

The crop with the highest sales in Hillsborough County is strawberries (\$343,275,000), representing 40.6% of the total county agricultural sales value. Ornamental plants rank second (\$207,575,011) with 24.5% of the county's agricultural sales. Vegetable production is third (\$115,000,000), accounting for 13.6% of annual

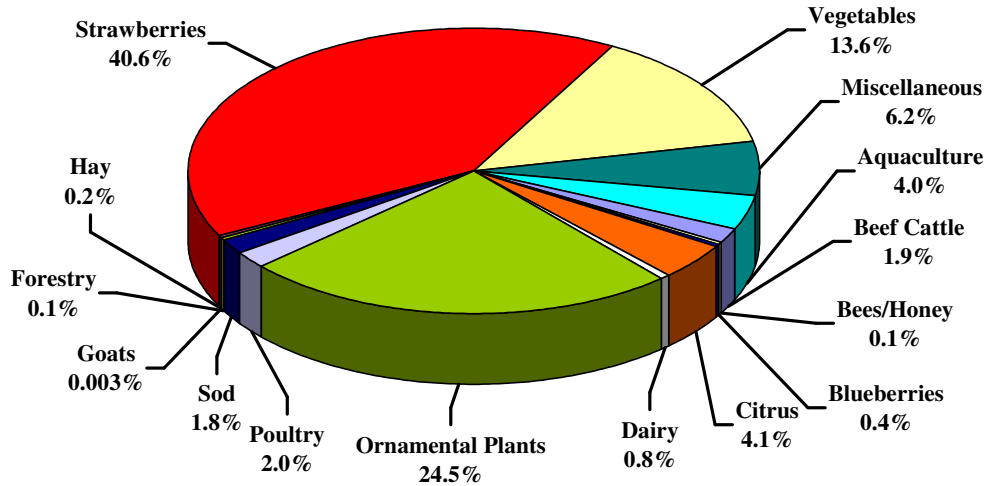
sales. Citrus is fourth (\$34,358,720) with 4.1% of annual sales. Aquaculture is fifth (\$33,685,700) with 4% of annual sales. These five commodities together generate 87% of the agricultural sales in the county, utilizing only 17% of the acreage.

Hillsborough County has provided these estimates for several years, which indicate that although the amount of farmland is decreasing, the value of crops produced has increased. For instance, since 1997, the amount of farmland has decreased almost 9%, while the value of production has increased 71%. Most of the loss in farmland during this period has come from low-value-per-acre production activities – forestry and beef cattle/pasture – while gains were made in high-value-per-acre commodities – ornamental plants, strawberries, aquaculture, sod, blueberries and vegetable production. The end result is that the average sales per acre have increased since 1997. While these figures are impressive, even more significant to Hillsborough County is the total economic impact that agricultural sales generate.

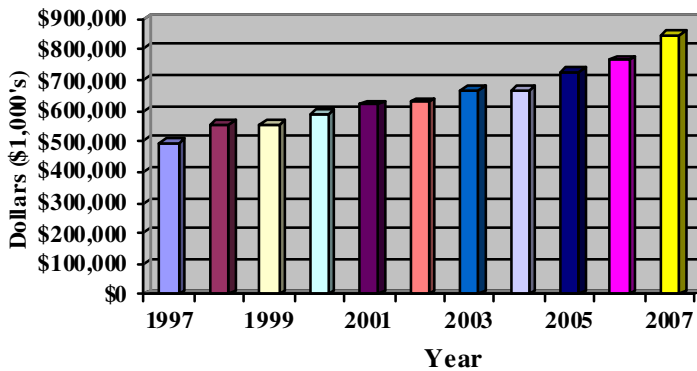
Local agriculture generates additional local economic impact by supporting related businesses such as banking, real estate, legal services, transportation, packaging, equipment, seed, agricultural suppliers and services, and marketing firms. According to a 2005 study completed on behalf of the Hillsborough County Agriculture Industry Development Program, the total economic impact of agricultural production and the businesses that support the industry is \$1.4 billion, providing 20,100 jobs with \$293 million in annual earnings.

Although often overlooked, these estimates show that agriculture is a viable industry in Hillsborough County and that agriculture remains a very important component of the local economy and community.

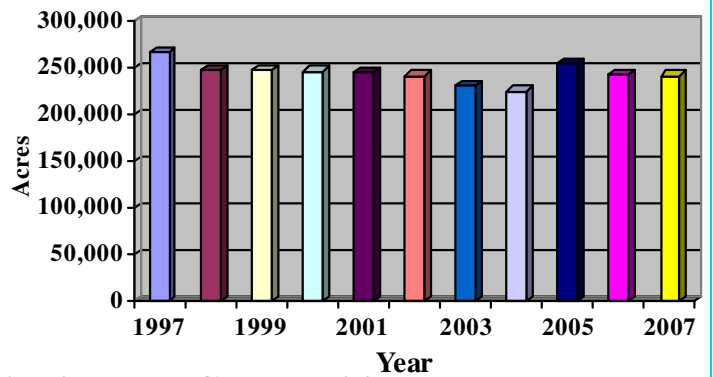
## Percentage of Total Value By Commodity



## Value of Products Sold

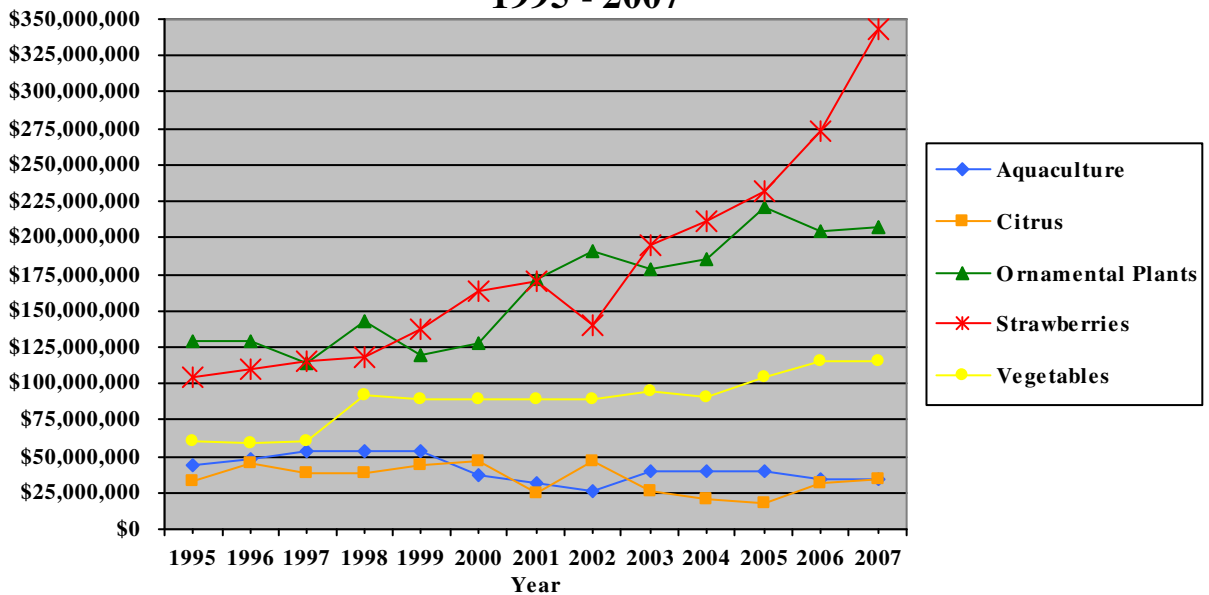


## Agriculture Production Acreage



## Annual Sales - Top 5 Agriculture Commodities

1995 - 2007



This is a publication of the Hillsborough County Economic Development Department  
 Agriculture Industry Development Program  
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