

Hillsborough County Agriculture Sales and Acreage Estimates - 2009

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 2009.

The 2009 sales of Hillsborough County agriculture products are estimated to be \$777,780,500, a decline of 3.1% from 2008. The total land area devoted to agriculture is estimated to be 243,388 acres.

Hillsborough County Agricultural Commodities - 2009

Commodity	Annual Sales	Acreage
Aquaculture	\$28,518,750	1,061
Beef Cattle/Pasture	\$11,742,164	93,402
Bees/Honey	\$558,254	42
Blueberries	\$4,000,000	460
Citrus	\$21,583,789	12,321
Dairy	\$4,578,500	1,550
Forestry	\$1,000,000	95,000
Goats	\$117,565	395
Hay	\$2,152,818	5,822
Ornamental Plants	\$144,554,342	4,088
Poultry	\$15,345,000	18
Sod	\$14,901,918	4,078
Strawberries	\$338,045,400	9,485
Vegetables	\$138,000,000	11,903
Miscellaneous	\$52,682,000	3,763
Total	\$777,780,500	243,388

The crop with the highest sales in Hillsborough County is strawberries (\$338,045,400), representing 43.5% of the total county agricultural sales value. Ornamental plants rank second (\$144,554,342) with 18.6% of the county's agricultural sales. Vegetable production is third (\$138,000,000), accounting for 17.7% of annual sales. Aquaculture is fourth (\$28,518,750) with

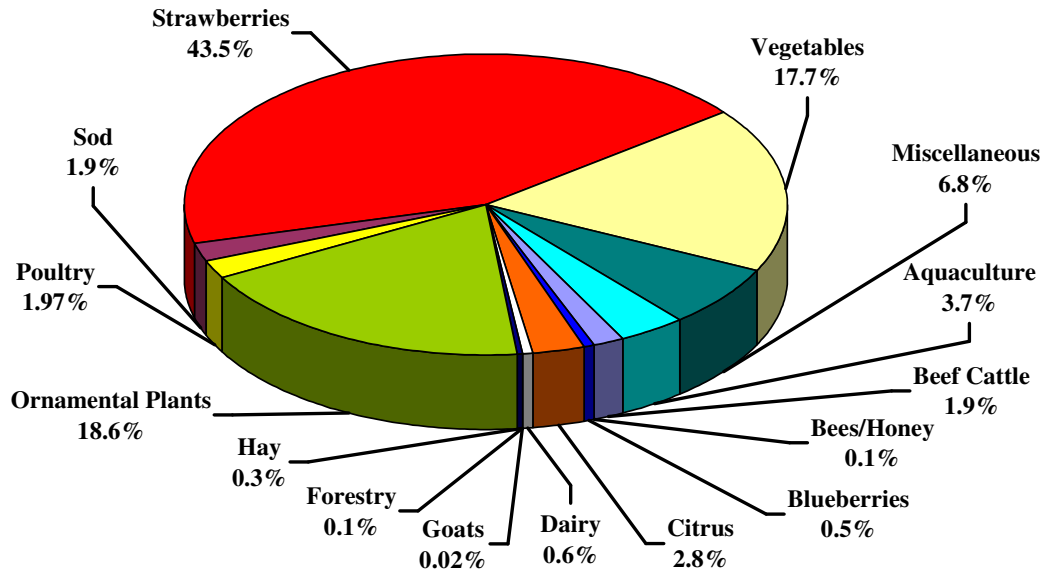
3.7% of annual sales. Citrus is fifth (\$21,583,789) with 2.8% of annual sales. These five commodities together generate 86% of the agricultural sales in the county, utilizing only 16% of the acreage.

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 8.3%, while the value of production has increased 57%. 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.

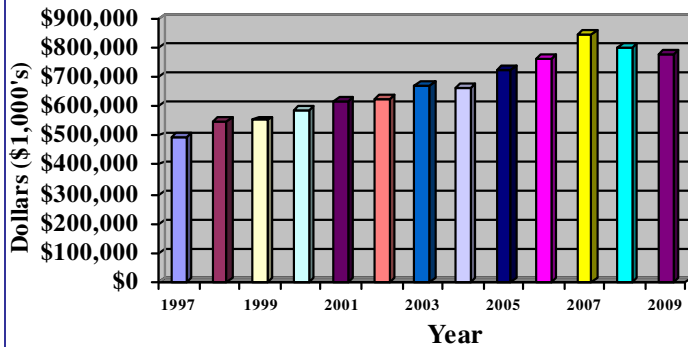
Local agriculture generates additional local economic impact by supporting related businesses such as banking, real estate, legal services, transportation, packaging, equipment, seed, agricultural suppliers and services, and marketing firms. According to a 2005 study completed on behalf of the Hillsborough 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.

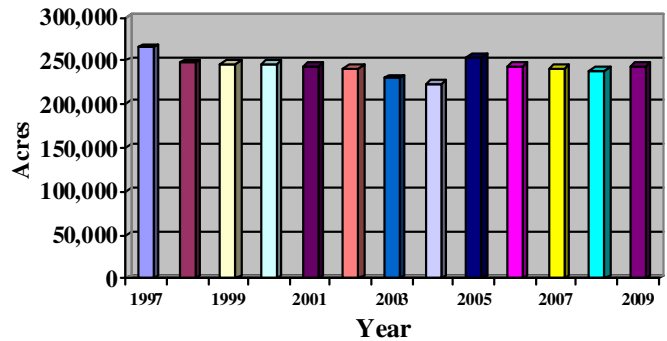
Percentage of Total Value By Commodity



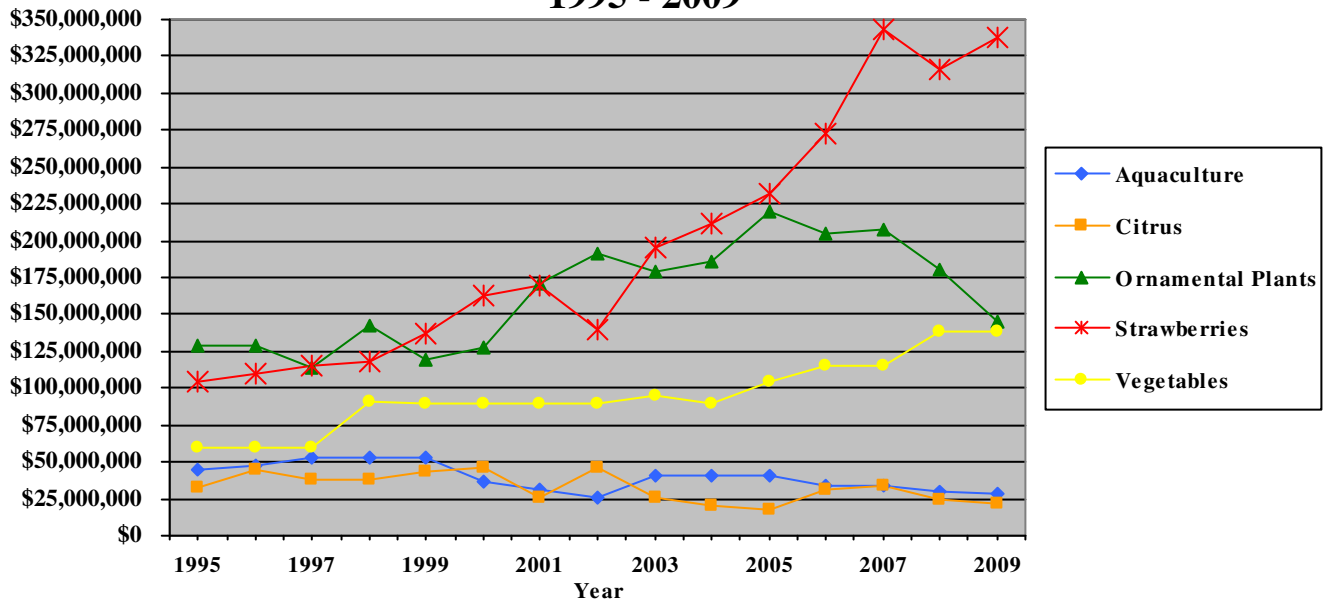
Value of Products Sold



Agriculture Production Acreage



Annual Sales - Top 5 Agriculture Commodities 1995 - 2009



Note: These estimates are for the County's agricultural industry in 2009 and do not reflect the effects of the freezes that occurred in early 2010.

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