

Hillsborough County Agriculture Sales Continue to Increase: 2006 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 2006.

The 2006 sales of Hillsborough County agriculture products are estimated to be \$763,227,211, an increase of 5.4% from 2005. The total land area devoted to agriculture is estimated to be 242,885 acres.

Hillsborough County Agricultural Commodities - 2006

| Commodity | Annual Sales | Acreage |
|---------------------|----------------------|----------------|
| Aquaculture | \$33,685,700 | 1,308 |
| Beef Cattle/Pasture | \$15,303,500 | 88,700 |
| Bees/Honey | \$707,000 | N/A |
| Blueberries | \$3,000,000 | 320 |
| Citrus | \$31,495,750 | 14,783 |
| Dairy | \$8,183,546 | 1,750 |
| Forestry | \$1,100,000 | 97,500 |
| Goats | \$15,600 | 237 |
| Hay | \$1,219,110 | 5,148 |
| Ornamental Plants | \$204,182,427 | 3,970 |
| Poultry | \$11,307,600 | 15 |
| Sod | \$15,401,978 | 5,076 |
| Strawberries | \$272,525,000 | 8,320 |
| Vegetables | \$115,000,000 | 12,193 |
| Miscellaneous | \$50,100,000 | 3,565 |
| Total | \$763,227,211 | 242,885 |

The crop with the highest sales in Hillsborough County is strawberries (\$272,525,000), representing 36% of the total county agricultural sales value. Ornamental plants rank second (\$204,182,427) with 27% of the county's agricultural sales. Vegetable production is third (\$115,000,000), accounting for 15% of annual

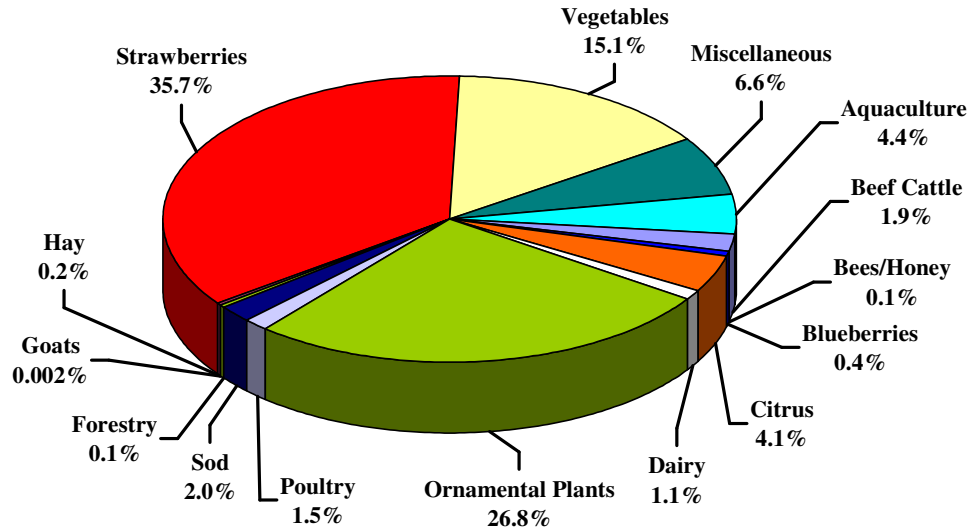
sales. Aquaculture is fourth (\$33,685,700) with 4% of annual sales. These four commodities together generate 82% of the agricultural sales in the county, utilizing only 11% of the acreage.

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 54%. 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.

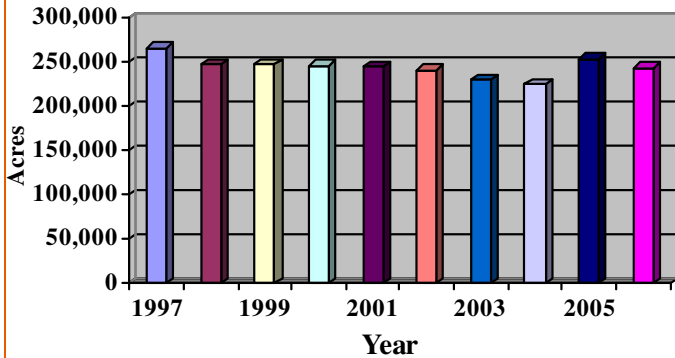
Local agriculture generates additional local economic impact by supporting related businesses such as banking, real estate, legal services, transportation, packaging, equipment, seed, agricultural suppliers and services, and marketing firms. According to a 2005 study completed on behalf of the Hillsborough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

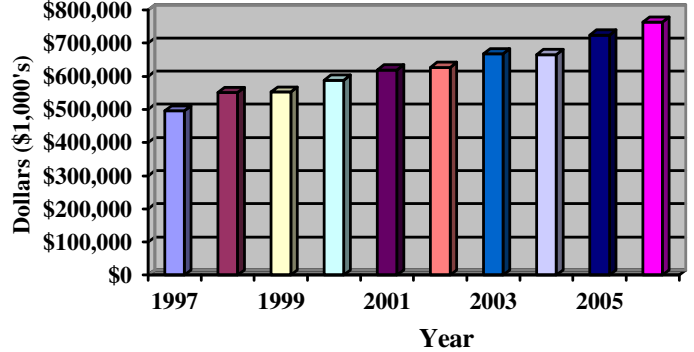
Percentage of Total Value By Commodity



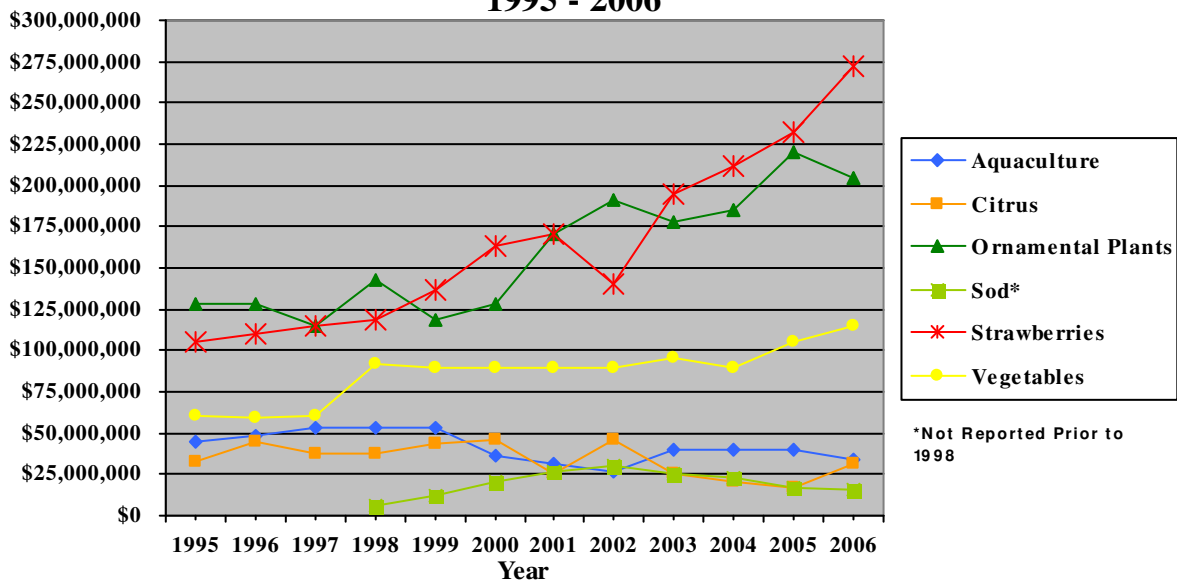
Agriculture Production Acreage



Value of Products Sold



**Annual Sales - Top 6 Agriculture Commodities
1995 - 2006**



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