

Hillsborough County Agriculture Sales and Acreage Estimates - 2010

Hillsborough County Economic Development Department
Agriculture Industry Development Program

The Hillsborough County Agriculture Industry Development Program and Hillsborough County Extension Service have released the agriculture sales and acreage estimates for 2010.

The 2010 sales of Hillsborough County agriculture products are estimated to be \$815,865,555, a 4.9% increase from 2009. The total land area devoted to agriculture is estimated to be 258,979 acres.

Hillsborough County Agricultural Commodities - 2010

Commodity	Annual Sales	Acreage
Aquaculture	\$27,577,981	1,026
Beef Cattle/Pasture	\$20,078,142	94,483
Bees/Honey	\$644,455	42
Blueberries	\$4,500,000	520
Citrus	\$20,039,604	11,714
Dairy	\$5,020,868	1,550
Forestry	\$1,000,000	108,634
Goats	\$138,145	464
Hay	\$1,960,013	5,789
Ornamental Plants	\$144,403,830	4,038
Poultry	\$15,671,700	18
Sod	\$14,632,295	3,935
Strawberries	\$366,046,522	9,888
Vegetables	\$140,000,000	13,010
Miscellaneous	\$54,152,000	3,868
Total	\$815,865,555	258,979

The crop with the highest sales in Hillsborough County is strawberries (\$366,046,522), representing 44.9% of the total county agricultural sales value. Ornamental plants rank second (\$144,403,830) with 17.7% of the county's agricultural sales. Vegetable production is third (\$140,000,000), accounting for 17.2% of annual

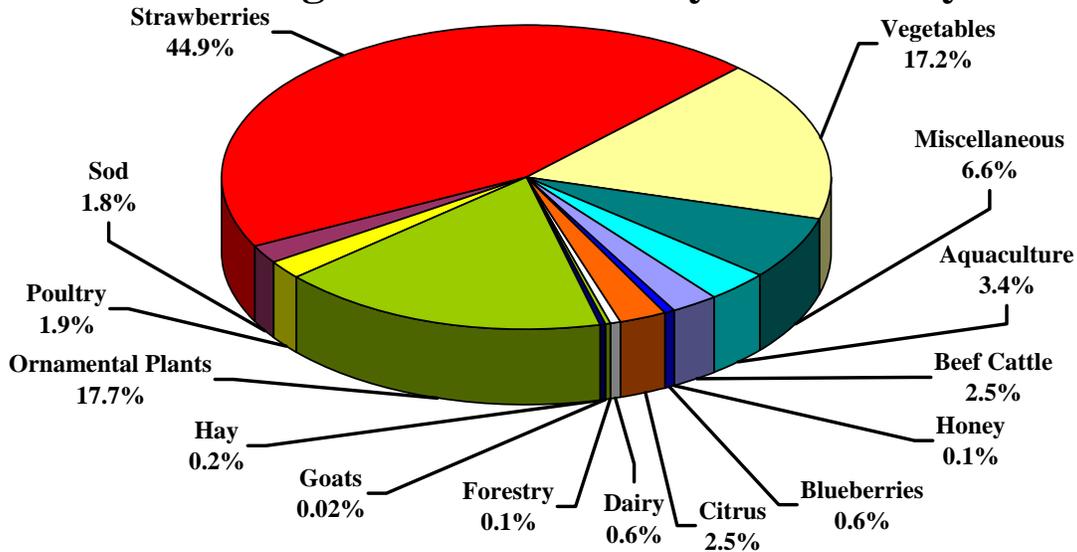
sales. Aquaculture is fourth (\$27,577,981) with 3.4% of annual sales. Beef Cattle/Pasture is fifth (\$20,078,142) with 2.5% of annual sales.

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 2.4%, while the value of production has increased 65%. 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.

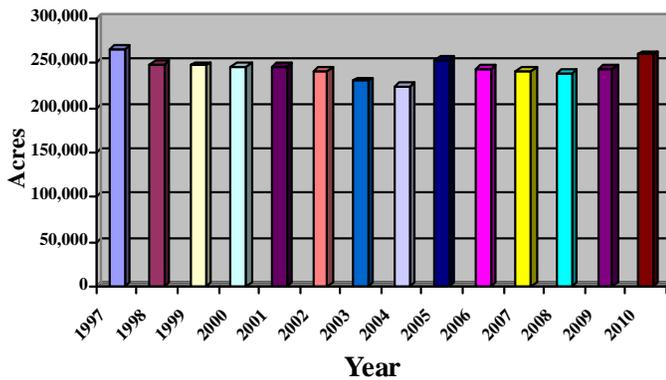
Local agriculture generates additional local economic impact by supporting related businesses such as banking, real estate, legal services, transportation, packaging, equipment, seed, agricultural suppliers and services, and marketing firms. According to a study completed in 2005, for every dollar of agricultural goods sold outside of the county, an estimated \$1.86 is added to the local economy as a result of indirect and induced benefits. This study also calculated that agriculturalists contribute four times more in revenue (taxes, fees, transfer payments, etc.) to local government than they require in government services, effectively subsidizing government services for the urban residential population.

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.

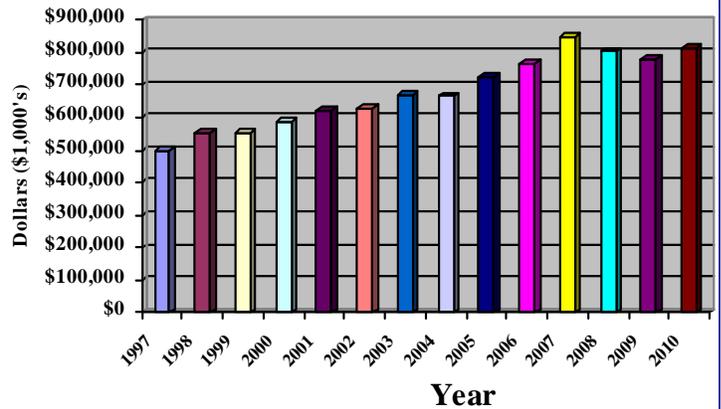
Percentage of Total Value by Commodity



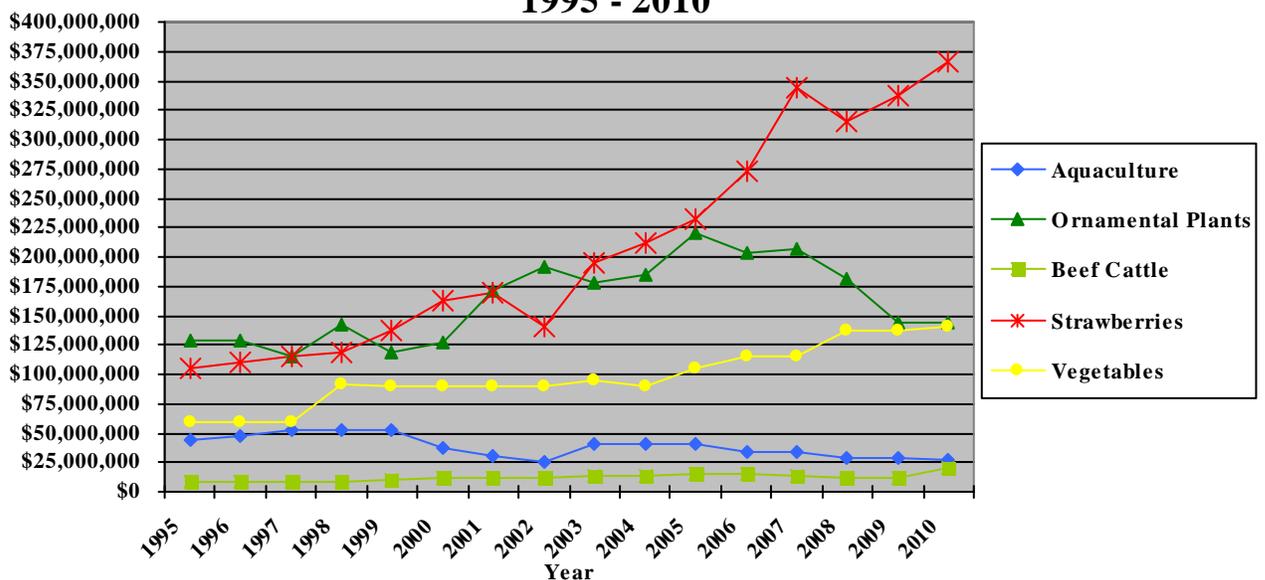
Agriculture Production Acreage



Value of Products Sold



Annual Sales - Top 5 Agriculture Commodities 1995 - 2010



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