

# Hillsborough County Agriculture Sales and Acreage Estimates - 2011

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 2011.

The 2011 sales of Hillsborough County agriculture products are estimated to be \$832,865,555 a 2% increase from 2010. The total land area devoted to agriculture is estimated to be 255,532 acres.

## Hillsborough County Agricultural Commodities - 2011

Commodity	Annual Sales	Acreage
Aquaculture	\$23,546,112	876
Beef Cattle/Pasture	\$18,934,207	91,904
Bees/Honey	\$598,767	45
Blueberries	\$5,500,000	591
Citrus	\$18,893,572	10,750
Dairy	\$6,433,206	1,500
Forestry	\$1,000,000	108,634
Goats	\$154,177	518
Hay	\$2,374,195	6,035
Ornamental Plants	\$139,232,407	3,977
Poultry	\$18,701,100	22
Sod	\$7,438,855	2,286
Strawberries	\$388,125,702	11,625
Vegetables	\$150,000,000	13,092
Miscellaneous	\$51,478,000	3,677
<b>Total</b>	<b>\$832,410,300</b>	<b>255,532</b>

The crop with the highest sales in Hillsborough County is strawberries (\$388,125,702), representing 46.6% of the total county agricultural sales value. Vegetable production is second (\$150,000,000), accounting for 18% of annual sales. Ornamental plants rank third (\$139,232,407) with 16.7% of the county's agricultural sales. Aquaculture is fourth (\$23,546,112) with 2.8% of

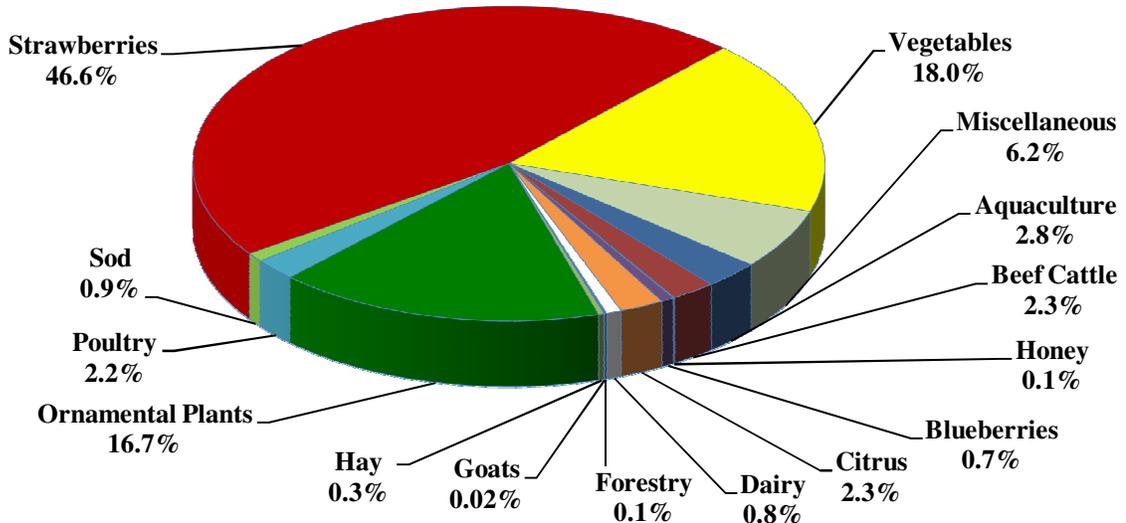
annual sales. Beef Cattle/Pasture is fifth (\$18,934,207) with 2.3% of annual sales.

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 3.7%, while the value of production has increased 68%. 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.

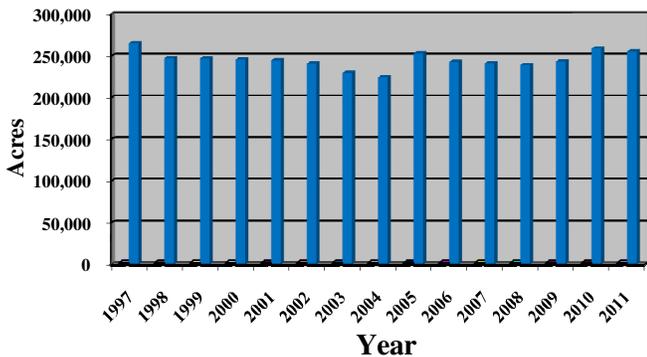
Local agriculture generates additional local economic impact by supporting related businesses such as banking, real estate, legal services, transportation, packaging, equipment, seed, agricultural suppliers and services, and marketing firms. According to a study completed in 2005, for every dollar of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

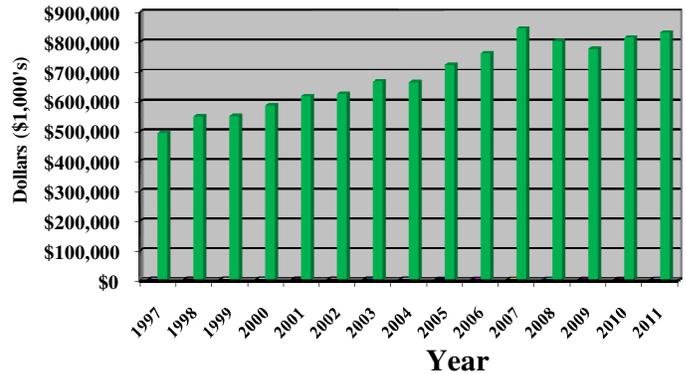
## Percentage of Total Value by Commodity



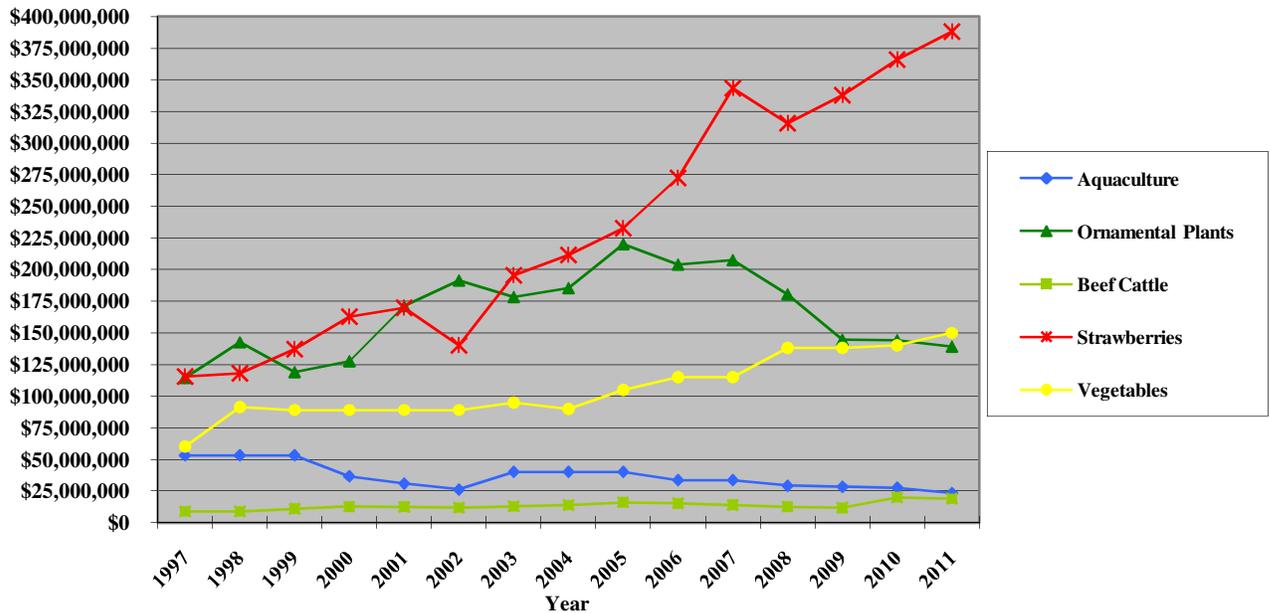
### Agriculture Production Acreage



### Value of Products Sold



### Annual Sales - Top 5 Agriculture Commodities 1997 - 2011



This is a publication of the Hillsborough County Economic Development Department  
 Agriculture Industry Development Program  
 For information, call Stephen Gran, Manager - Agriculture Industry Development, (813) 272-5506