

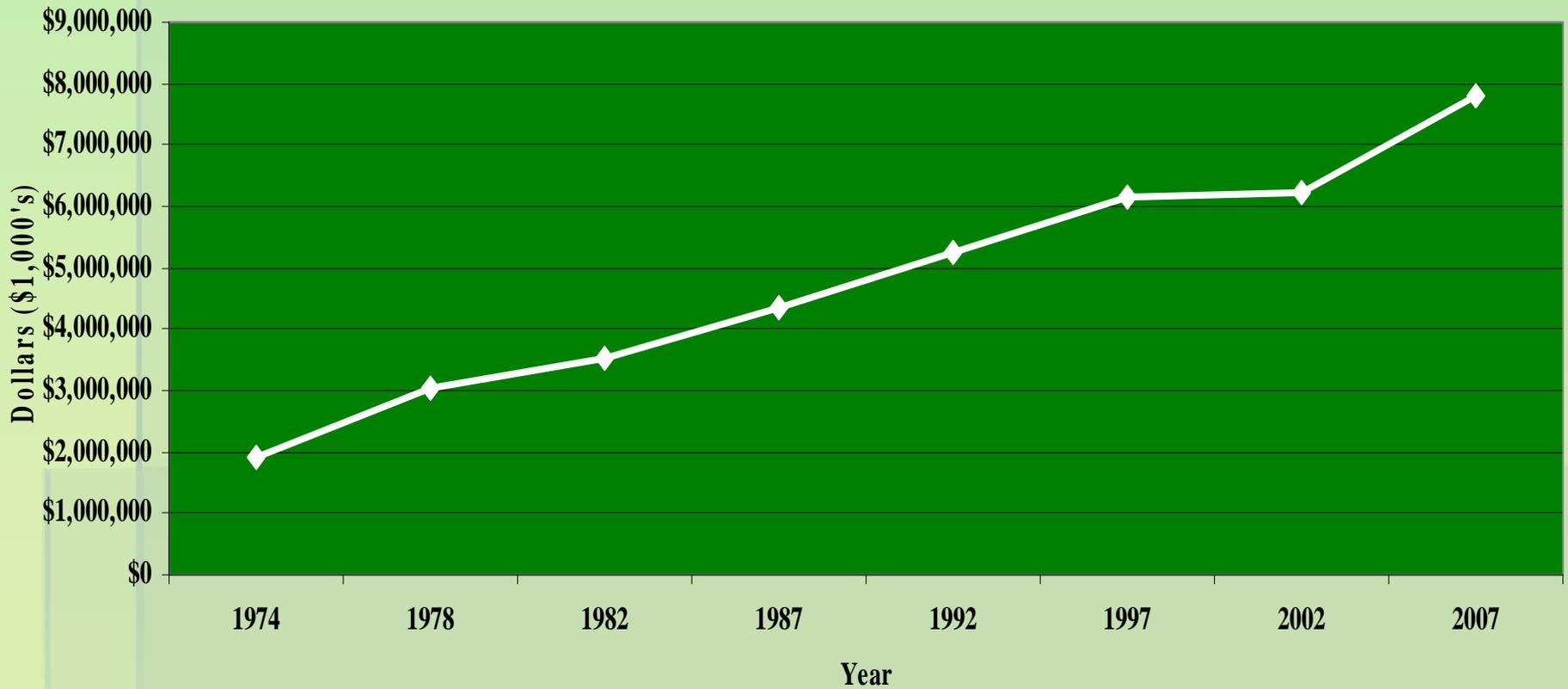
# Hillsborough County Agriculture - Trends

**Stephen Gran**  
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**Hillsborough County Economic Development Department**

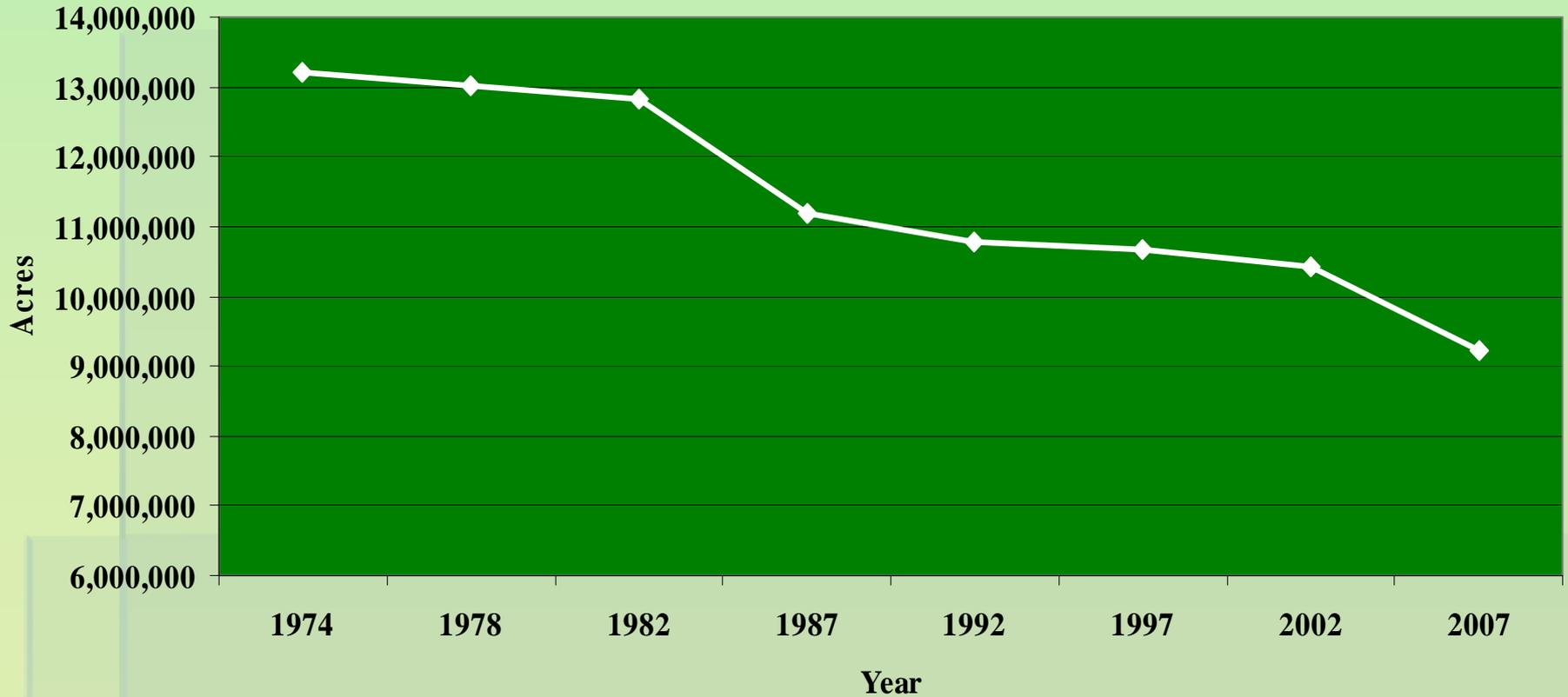
# Florida Agriculture Overview

- Florida has 47,500 farms, utilizing 9.2 million acres.
- 2008 Cash Receipts - \$7.98 billion
- Florida ranks #16 nationally in value of farm products.
  - #1 in Citrus
  - #1 in Tropical Fish
  - #1 in Sugar Cane
  - #2 in Strawberries
  - #2 in Fresh Vegetables
  - #2 in Greenhouse/Nursery Products
- Florida's Agriculture and Natural Resources Industries have an economic impact of \$162.7 billion per year.
- In addition, it has been estimated that 1.6 million Florida jobs are dependent on these industries.

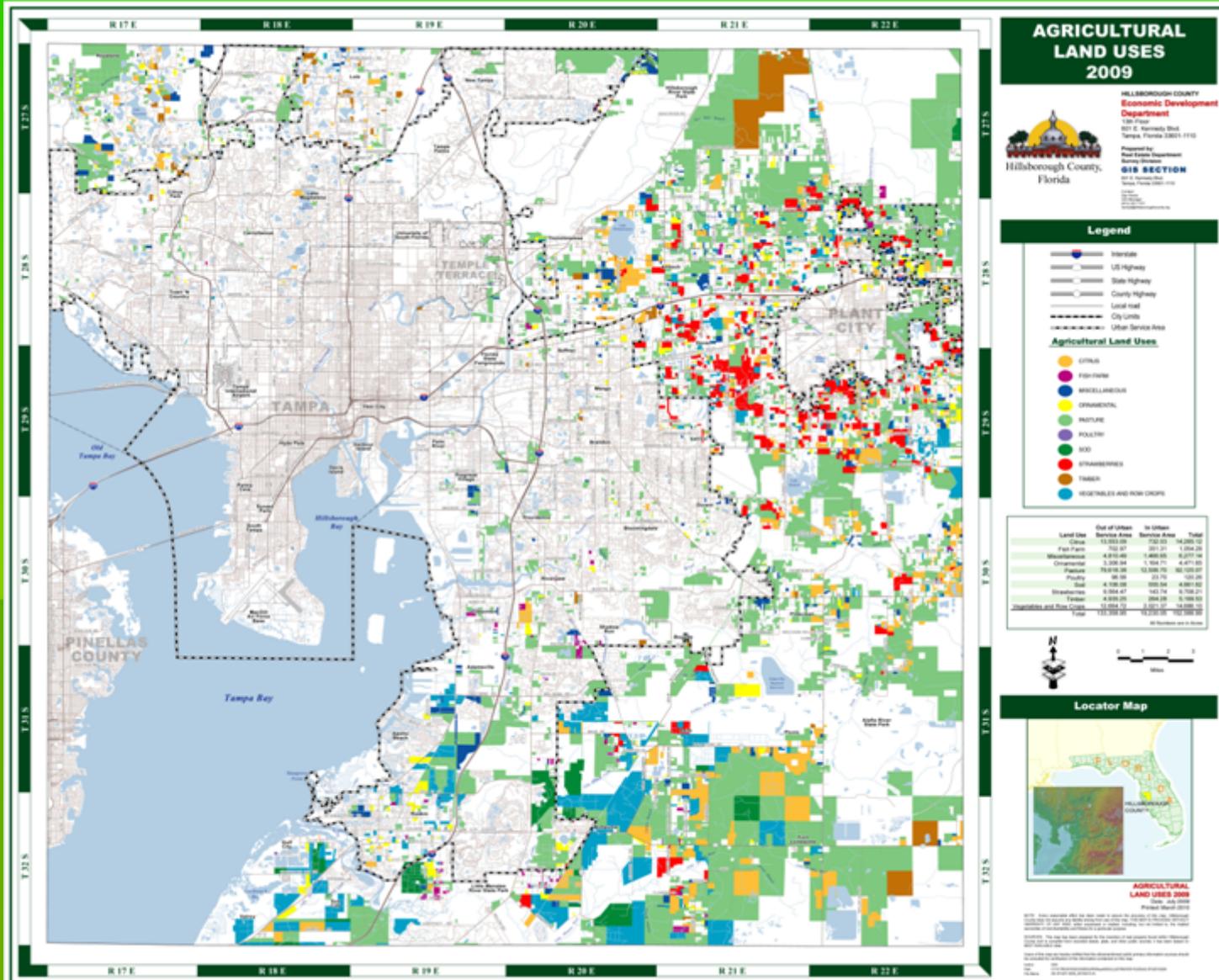
# Value of Products Sold - Florida



# Land In Farms - Florida



# Hillsborough County Agriculture Land Uses

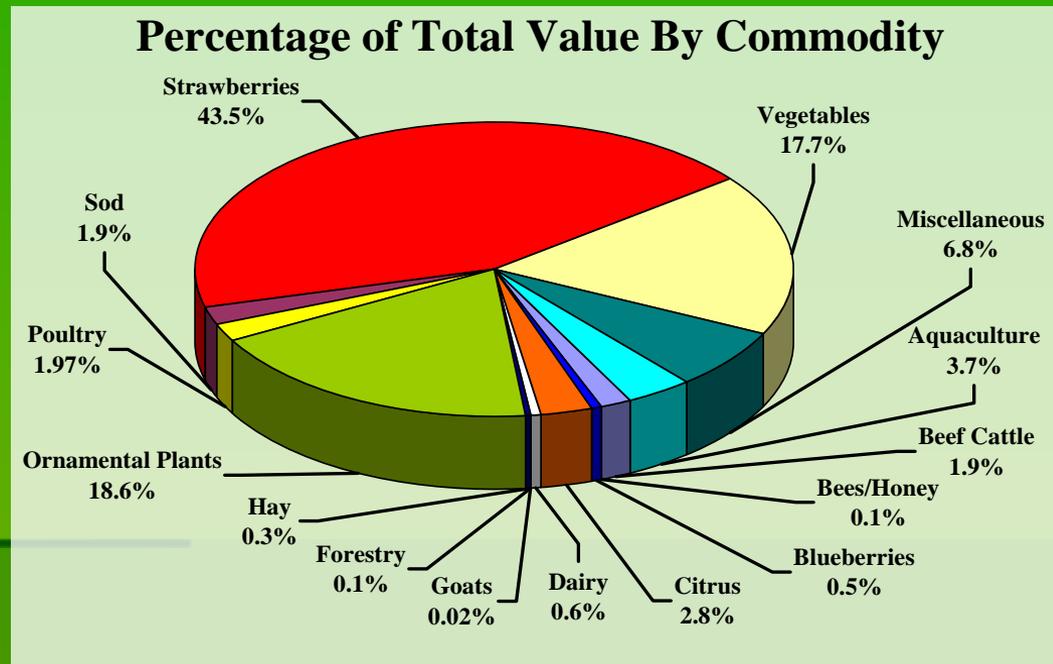


# Hillsborough County Agriculture Overview

- Hillsborough County has 2,843 farms, utilizing 243,388 acres.
- 2009 Cash Receipts - \$777,780,500
- Hillsborough County ranks 4<sup>th</sup> in the State and 59<sup>th</sup> nationally in value of farm products.

# Hillsborough County Agricultural Commodities - 2009

Commodity	Annual Sales	Acreage
Aquaculture	\$28,518,750	1,061
Beef Cattle	\$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
<b>Total</b>	<b>\$777,780,500</b>	<b>243,388</b>



# Selected State and US Rankings

	Florida Ranking	U.S. Ranking
<b>Number of Farms</b>	<b>2<sup>nd</sup></b>	<b>28<sup>th</sup></b>
<b>Value of all Products Sold</b>	<b>4<sup>th</sup></b>	<b>59<sup>th</sup></b>
<b>Value of Crops Sold (including Nursery and Greenhouse)</b>	<b>4<sup>th</sup></b>	<b>25<sup>th</sup></b>
<b>Value of Vegetables, Sweet corn, and Melons Sold</b>	<b>4<sup>th</sup></b>	<b>19<sup>th</sup></b>
<b>Vegetables Harvested (Acres)</b>	<b>6<sup>th</sup></b>	<b>73<sup>rd</sup></b>
<b>Tomatoes (Acres)</b>	<b>3<sup>rd</sup></b>	<b>13<sup>th</sup></b>
<b>Strawberries (Acres)</b>	<b>1<sup>st</sup></b>	<b>3<sup>rd</sup></b>
<b>Value of Nursery and Greenhouse Products Sold</b>	<b>5<sup>th</sup></b>	<b>19<sup>th</sup></b>
<b>Value of Aquaculture Sold</b>	<b>1<sup>st</sup></b>	<b>19<sup>th</sup></b>
<b>Oranges (Acres)</b>	<b>11<sup>th</sup></b>	<b>14<sup>th</sup></b>
<b>Egg Production (Number of Layers)</b>	<b>4<sup>th</sup></b>	<b>n/a</b>
<b>Number of Horses and Ponies</b>	<b>2<sup>nd</sup></b>	<b>42<sup>nd</sup></b>
<b>Cantaloupes (Acres)</b>	<b>1<sup>st</sup></b>	<b>8<sup>th</sup></b>
<b>Cucumbers (Acres)</b>	<b>3<sup>rd</sup></b>	<b>17<sup>th</sup></b>
<b>Eggplant (Acres)</b>	<b>2<sup>nd</sup></b>	<b>7<sup>th</sup></b>
<b>Green Southern Peas (Blackeye, crowder, etc.) (Acres)</b>	<b>2<sup>nd</sup></b>	<b>12<sup>th</sup></b>
<b>Green Peppers (Acres)</b>	<b>3<sup>rd</sup></b>	<b>12<sup>th</sup></b>
<b>Other Peppers (Acres)</b>	<b>2<sup>nd</sup></b>	<b>14<sup>th</sup></b>
<b>Squash (Acres)</b>	<b>2<sup>nd</sup></b>	<b>14<sup>th</sup></b>

# Agriculture and Agribusiness Economic Impact

## Total Economic Impact of Agriculture and Agribusiness

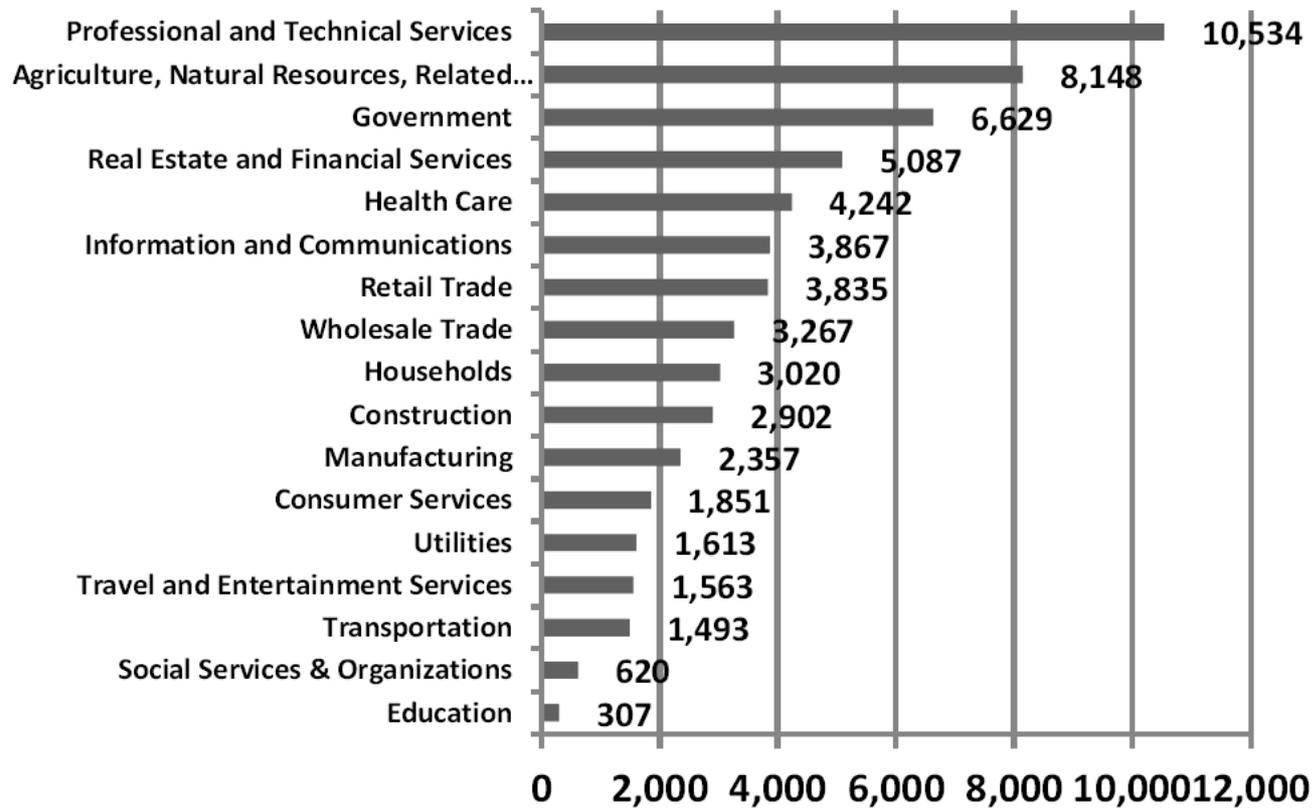
	<u>Output</u>	<u>Employment</u>	<u>Payroll</u>
<b>Agricultural Production</b>	<b>\$1.2 billion</b>	<b>15,424</b>	<b>\$220 million</b>
<b>Agricultural Services</b>	<b>\$232 million</b>	<b>4,698</b>	<b>\$73 million</b>
<b>Equine Industry</b>	<b>\$339 million</b>	<b>NA</b>	<b>NA</b>
<b>Agricultural Processing</b>	<b>\$1.42 billion</b>	<b>11,104</b>	<b>\$405 million</b>
<b>Agricultural Wholesale</b>	<b>\$965 million</b>	<b>10,959</b>	<b>\$297 million</b>
<b>Potential Loss if Hillsborough County Agriculture Was to Disappear:</b>			
	<u>Output</u>	<u>Employment</u>	<u>Payroll</u>
<b><i>Agr. Production &amp; Agr. Services</i></b>	<b>\$1.4 billion</b>	<b>20,122</b>	<b>\$293 million</b>

## Community Tax Revenues & Expenses by Land Use

	<b>Revenues Generated</b>		<b>Costs for Services</b>
Residential:	\$1.00	:	\$1.29
Commercial:	\$1.00	:	\$0.36
Industrial:	\$1.00	:	\$0.21
<b>Agricultural Related:</b>	<b>\$1.00</b>	<b>:</b>	<b>\$0.25</b>
Vacant:	\$1.00	:	\$0.05
Other:	\$1.00	:	\$0.05

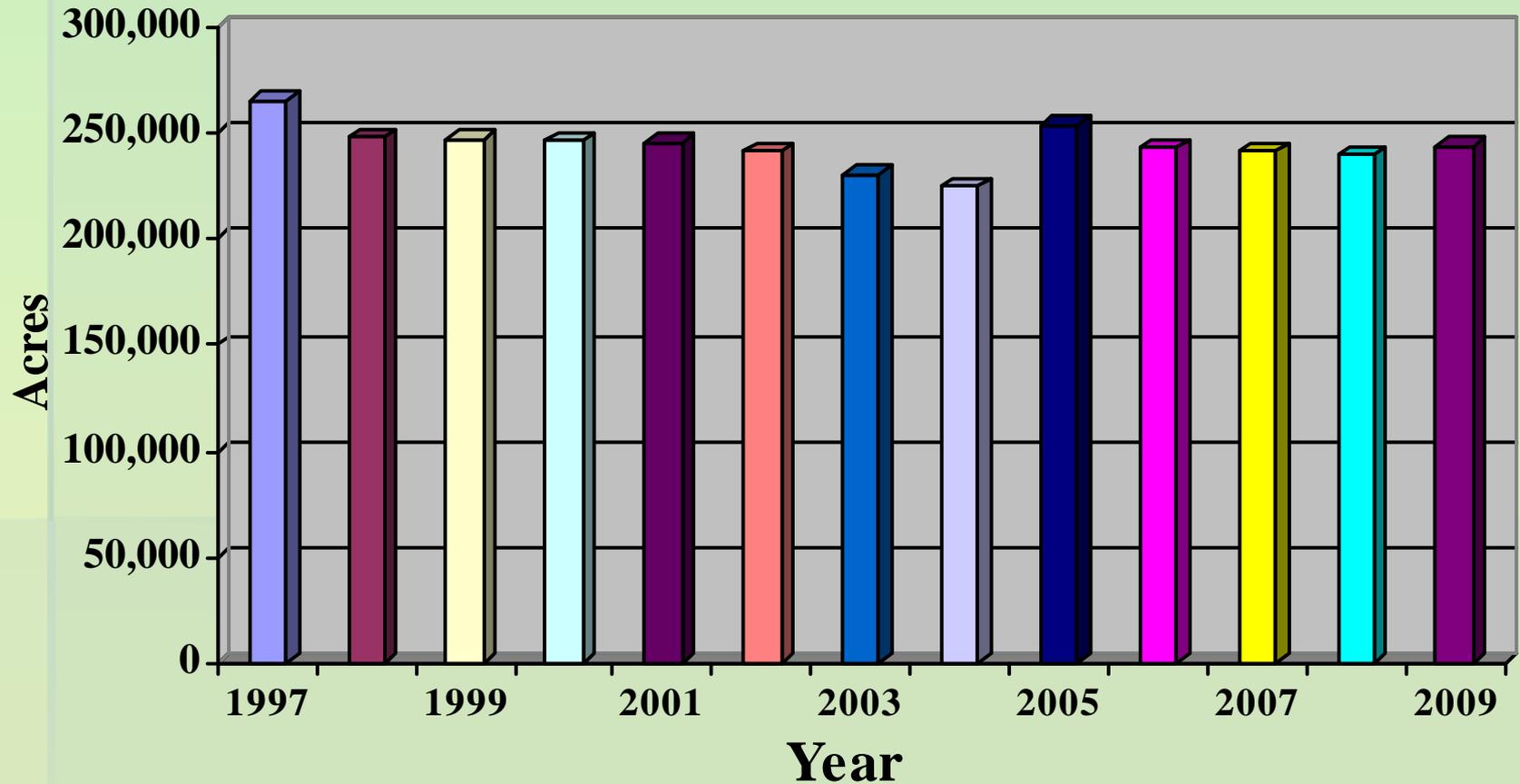
# Hillsborough County Gross Regional Product

## Total Value Added (M\$) All Industries



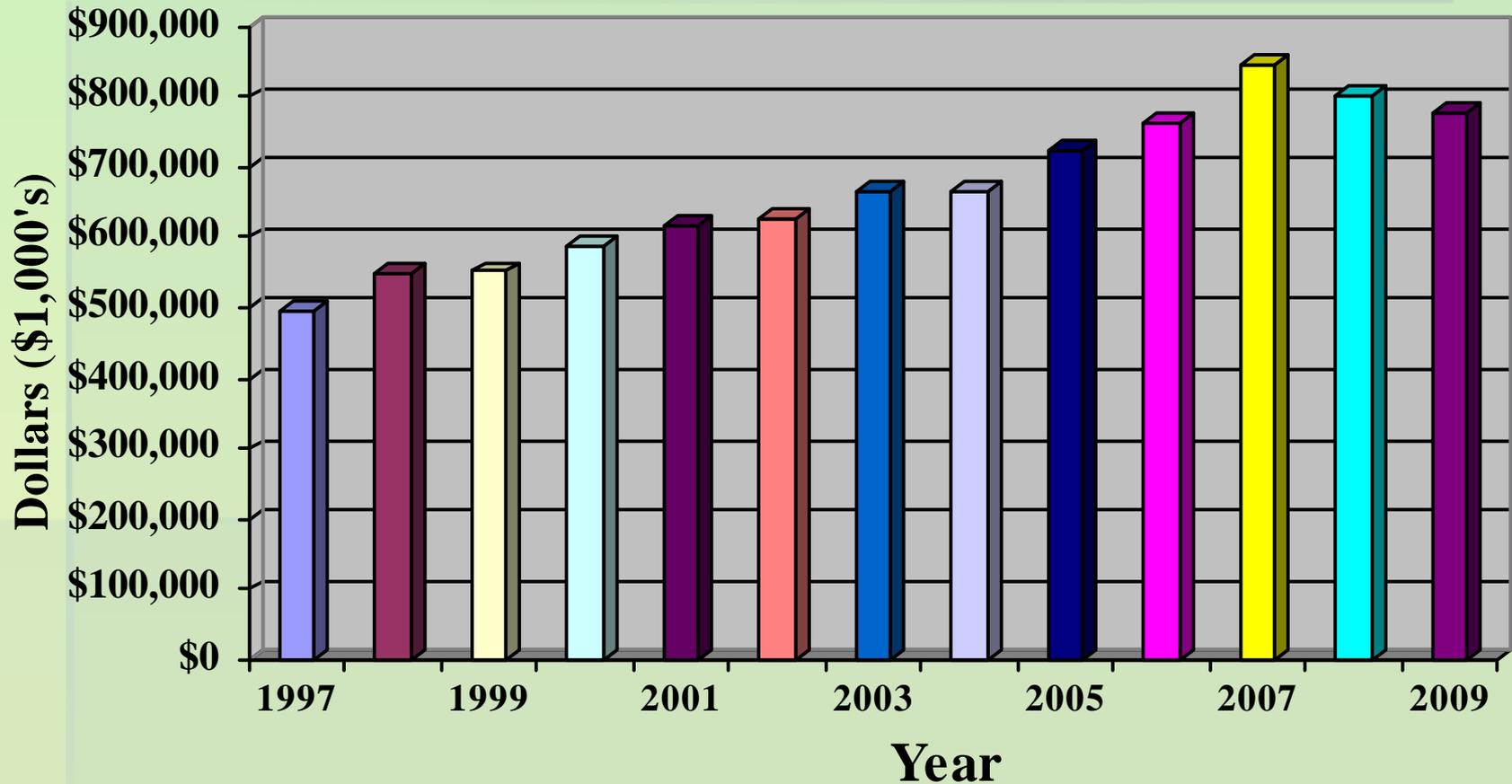
# Trends in Hillsborough County Agriculture

## Agriculture Production Acreage



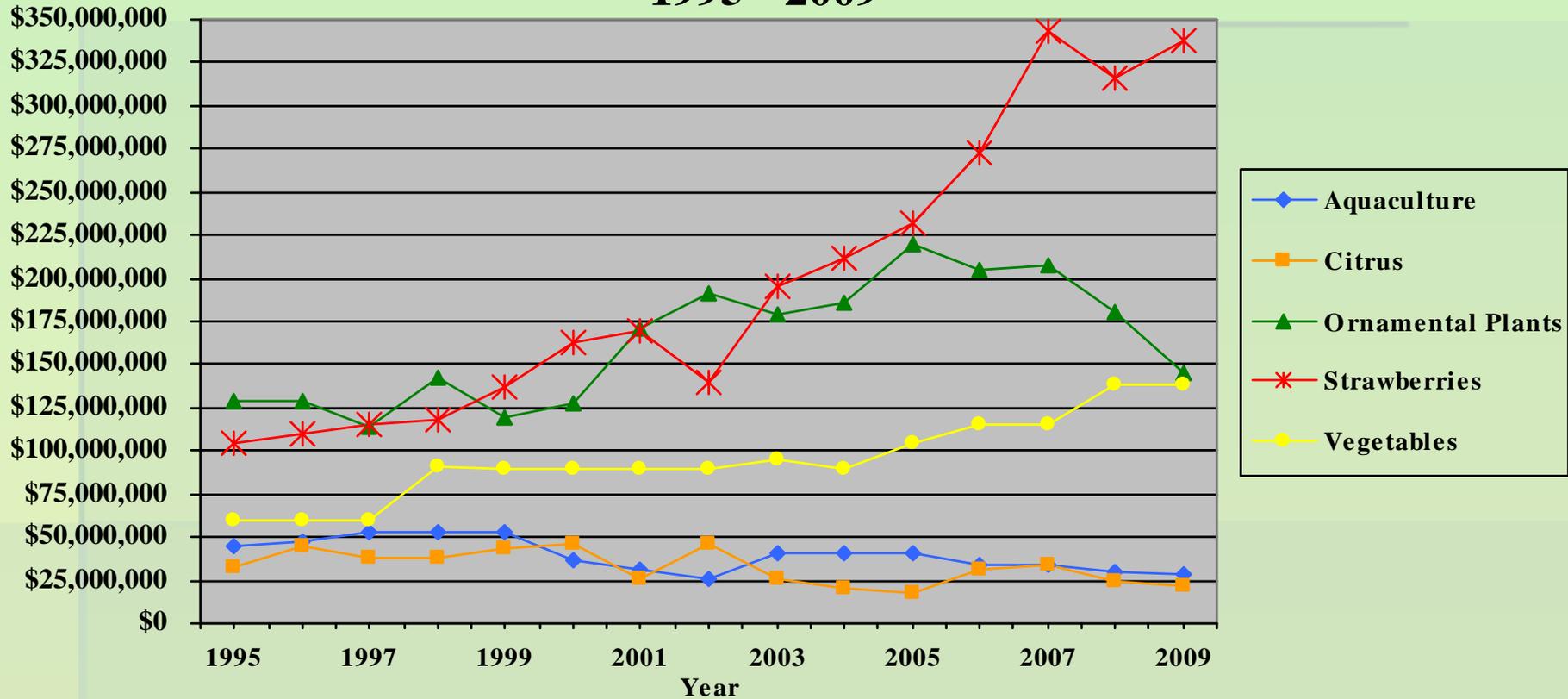
# Trends in Hillsborough County Agriculture

## Value of Products Sold



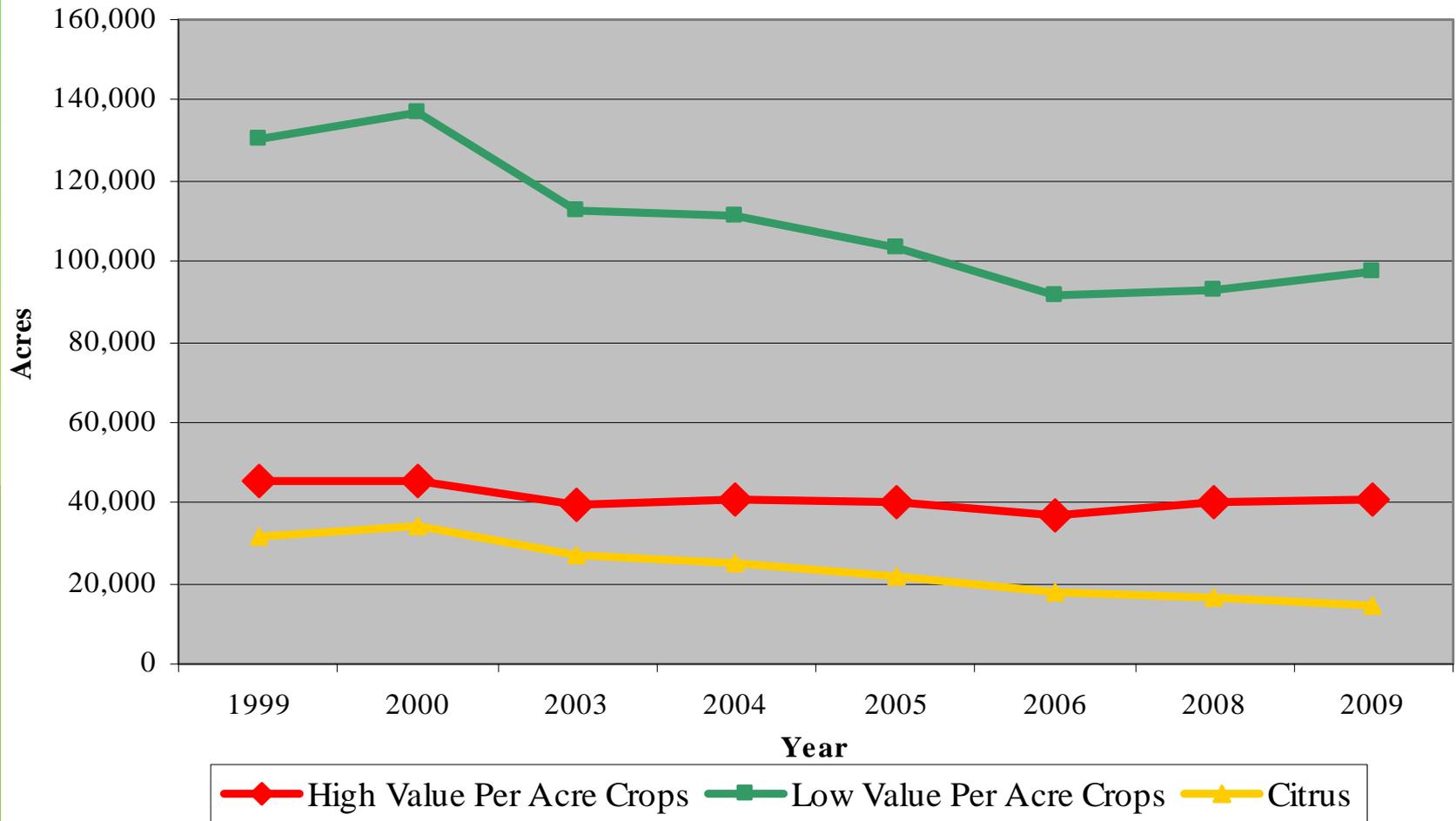
# Trends in Agriculture

## Annual Sales - Top 5 Agriculture Commodities 1995 - 2009



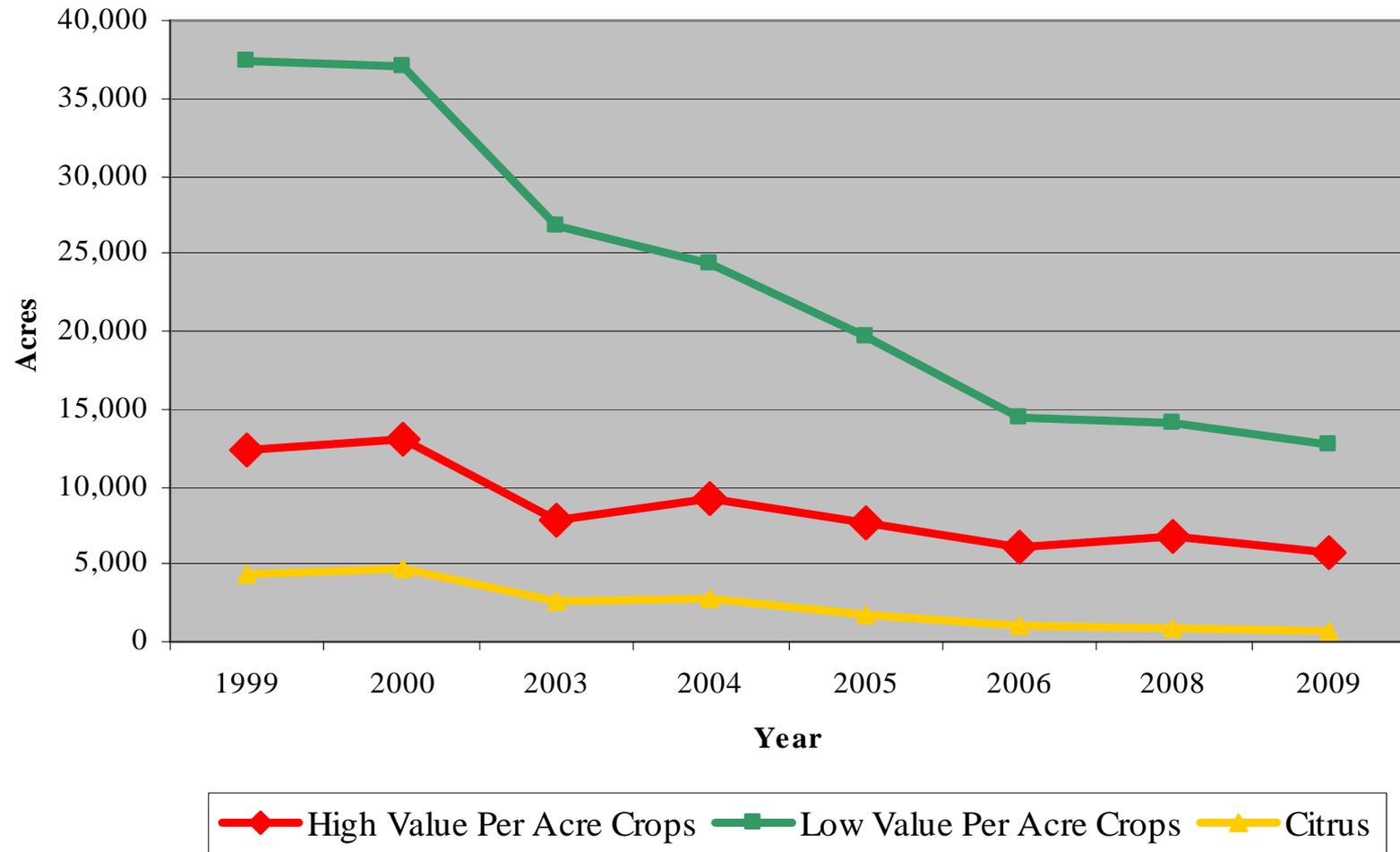
# Trends in Agriculture

## Hillsborough County - Acres of Agriculture



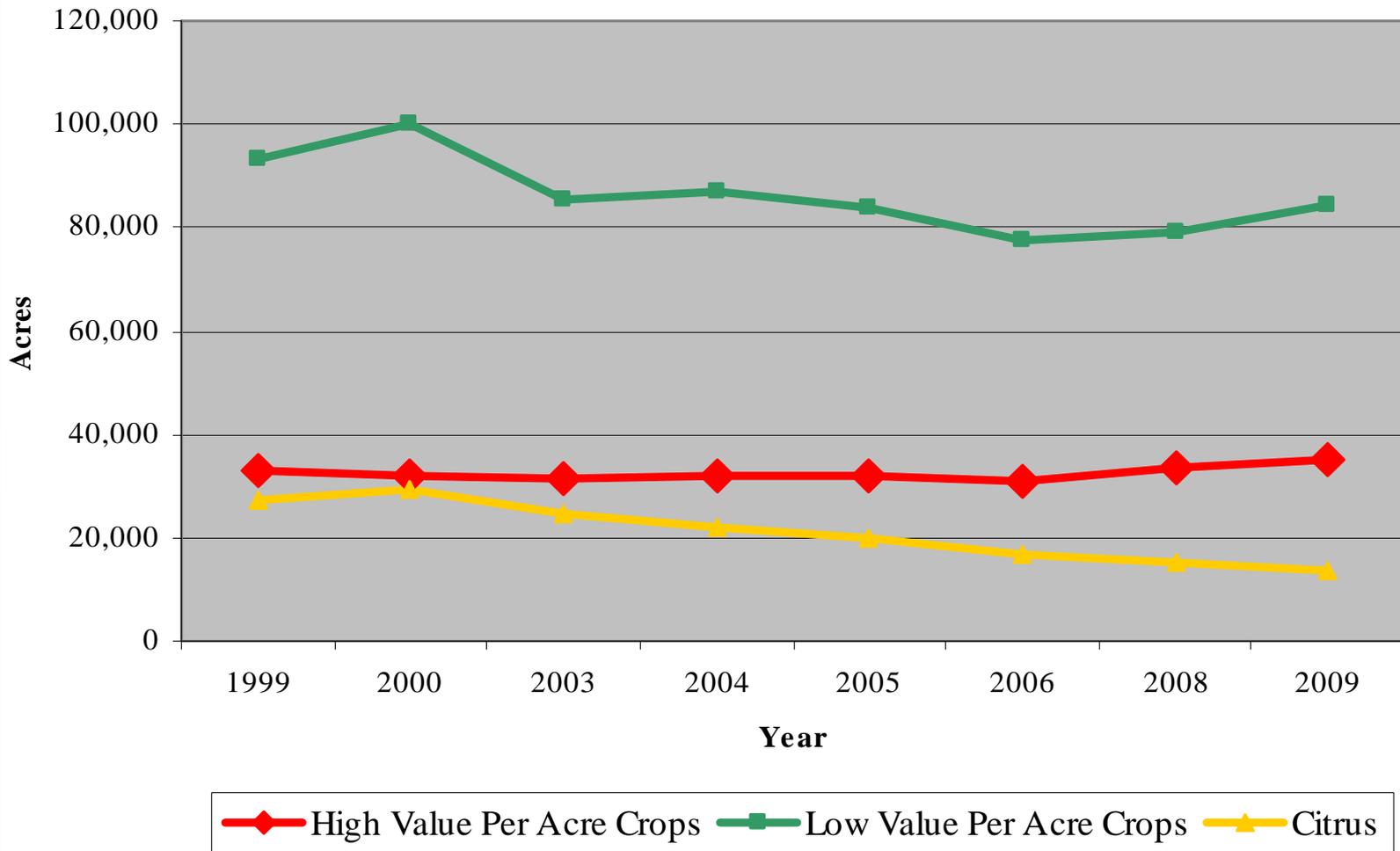
# Trends in Agriculture

## Acres of Agriculture - Inside Urban Service Area



# Trends in Agriculture

## Acres of Agriculture - Outside Urban Service Area



# Issues Facing Agriculture in Florida

- **Water Availability**
- **Urbanization**
- **Competition For Land**
- **Fuel / Energy Prices**
- **Input Costs**
- **Profitability**
- **Labor**
- **Pests**
- **Regulatory Costs**
- **Foreign Competition**

# Formation of the Agriculture Industry Development Program

## Relationship with agriculture needs nurturing

Report points out economic importance of farming in area

“  
There are more problems with regulations than with the elements of nature. You will put up with the elements of nature, but you never expect people to walk up with a pencil and pad and put you out of business.”

”  
CARL GROOMS  
Owner of Fancy Farms

“  
The findings of this study indicate that agriculture may be much more economically important to Hillsborough County than previously understood.”

”  
Report on the impact of farming and ranching on the local economy

As a result of recommendations from the Agriculture Task Force, the BOCC created a County program to encourage agriculture.

The Hillsborough County Agriculture Industry Development Program is a component of the Hillsborough County Economic Development Department. The program works under the guidance of the Agriculture Economic Development Council.

# Areas of Focus

- **Land Use Planning**
- **Simplification of the Regulatory Process**
- **Economic Sustainability of Local Production**
- **Coordination of New and Expanding Agribusiness Development**

# What We Do

- **Liaison Between Agriculture and the County**
- **Advisory Committee to the BOCC**
- **Designated County Staff for Agriculture**
- **Provide Agricultural and Economic Data**
- **Promote Agriculture**

# Agriculture Trends - Conclusions

- Value of Agriculture production is increasing while acreage is declining.
- High value per acre crops are better able to compete with alternative land uses.
- Lower value per acre crops are the most susceptible to conversion to non-agricultural uses.
- Incentives for agricultural land uses that capitalize on the environmental benefits that agricultural land provides may assist in maintaining the economic viability of agriculture

# Recommended Strategies to Sustain Agriculture

- **Profitability is Key** – A profitable agriculture industry is the most important factor in maintaining agriculture as part of Florida’s landscape.
  - Assess and address the expansion/relocation needs of agribusiness clientele.
  - Facilitate permitting of agricultural development
  - Promote marketing options such as direct marketing and value added products.
  - Coordinate the efforts and services of existing agencies and service providers to support existing, new, and expanding agribusiness enterprises.
  - Support an Agriculture Incentive Program that recognizes and rewards the benefits or services (Ecosystem Services) agricultural land provides.
  - Identify and address duplication of regulations
- **Resource Availability** - Ensure and protect the availability of adequate water resources to support and grow the agricultural economy.
- **Land Use Planning**
  - Recognize agriculture production, support and related uses as the preferred uses in rural land use categories.
  - Allow for flexible use of the land as producers change from one crop to another and change production systems.
  - Zoning or land use plans should not limit the future use of land or its value by “preserving” it only for agricultural use.
  - Identify and address Urban Design Criteria for agricultural activities.
- **Promote Community Agricultural Awareness** as it relates to the Economy, Environment and Food Security.



## Contact Information:

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