


# Economic Importance of Agriculture to Collier County & Southwest Florida

Fritz Roka




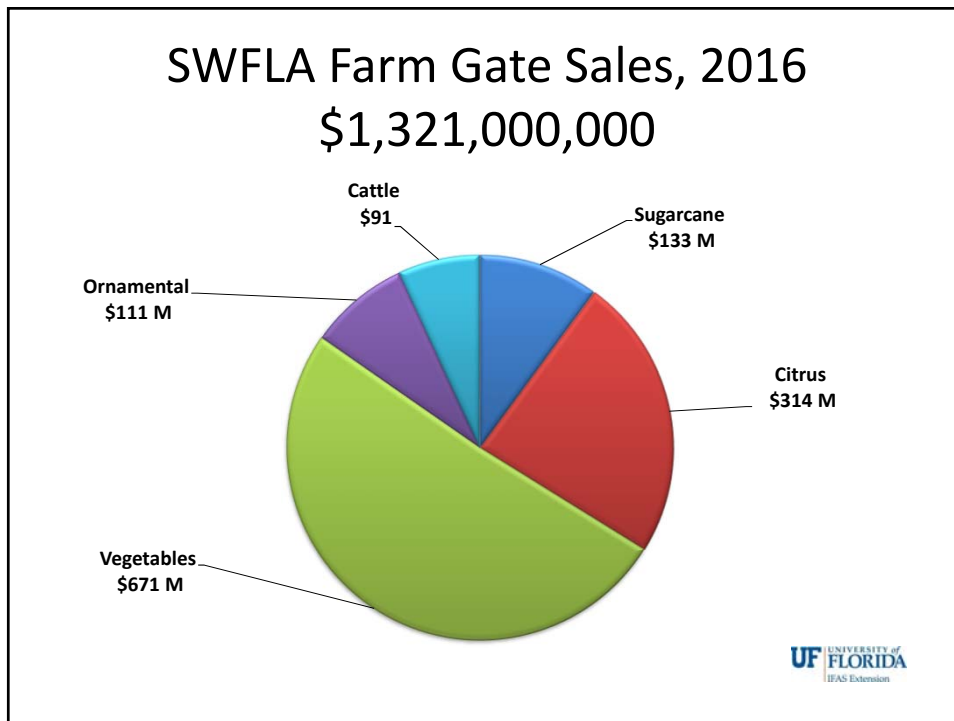
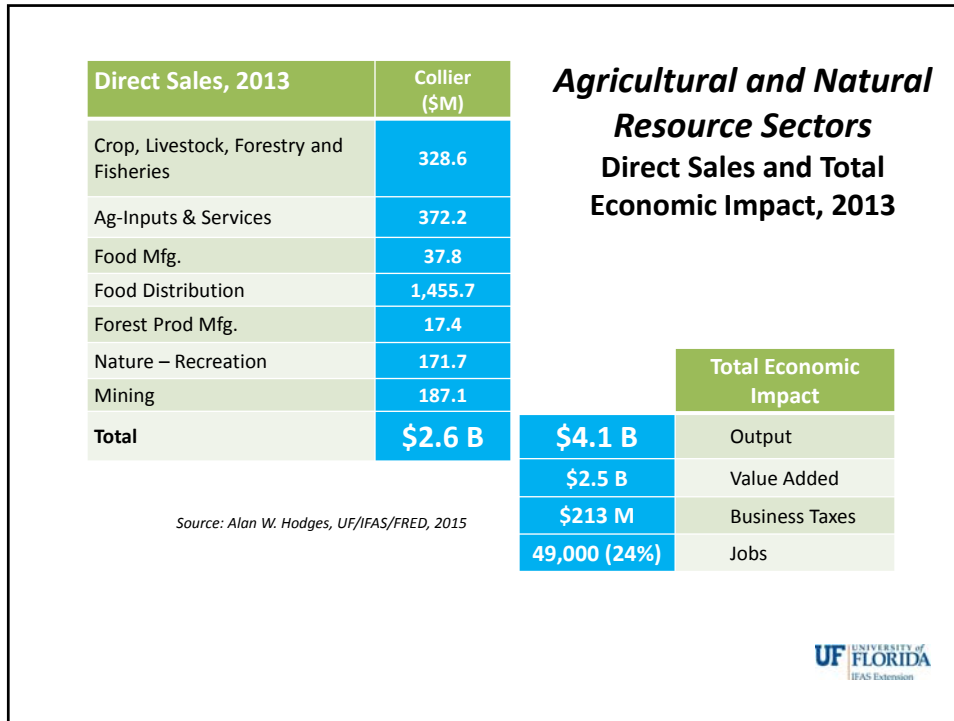
January 25, 2018  
RLSA Restudy “Kick-off” Meeting

## Collier County Trends

		1997	2002	2007	2012	1997 to 2012 % change
Farm land	Acres	278,417	180,852	109,934	123,608	-56%
Farms	number	285	273	322	319	+12%
<b>Average Value of Land &amp; Buildings</b>						
	\$/farm	\$1.8M	\$1.7M	\$2.0M	\$1.7M	- 5%
	\$/ac	\$1,858	\$2,512	\$5,974	\$4,482	+141%

2017 Southwest Florida Economic Almanac. Christopher Westley, Director RERI, Dept of Econ & Finance, Lutgert College of Business, FGCU.  
USDA, Census of Agriculture.



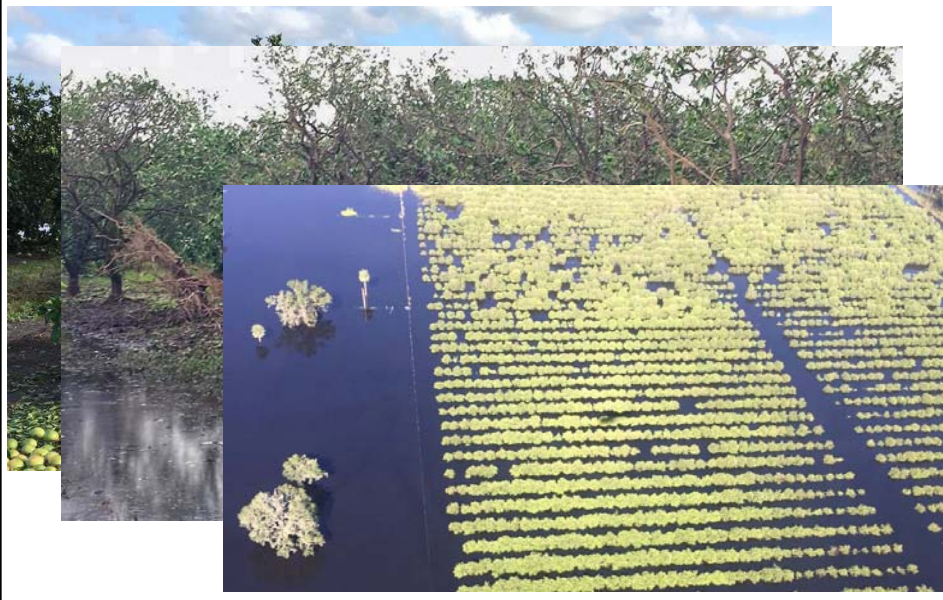


## High risk

- Weather
- Cost & markets
- Foreign competition
- Land competition
- Workforce uncertainty
- Regulatory environment



Sept 10, 2017



## Production Costs

Average annual costs of production (inc harvest):

- Fresh market bell peppers:      \$18,500/ac
- Fresh market tomatoes:         \$17,500/ac
- Oranges for juice:                 \$ 3,000/ac

*(Iowa field corn:    \$750-900/ac)*



## Grower Prices

Commodity	Unit	Break-Even	Price Range (2008-16)
Juice Oranges (on-tree, 220 bx)	Bx	\$10.00	\$5.77 - \$9.92
Tomatoes (1,400 ctns)	Ctn	\$12.50	\$4.95 - \$32.95
Bell Peppers (1,000 bu)	bu	\$18.50	\$5.35 - \$51.65



## Resiliency

- Freezes/Hurricanes
- Expansion in spite of NAFTA (?)
- Pest & diseases
- Population growth
- Caveats
  - Agriculture is a business
  - “Reasonable” rate of return



## Potential Ag-Lands revenue streams

- Environmental services
  - Ground water recharge
  - Surface water storage (water farming)
  - Wildlife habitat (food for panthers)
  - Carbon sequestration
- Energy crops (solar farms)
- Best labor practices
- Agro-tourism
  - March 21. Collier County Farm Tour
  - Feb 3 & Mar 10. Hendry County Farm Tours



Thank you



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**Direct Effect and Impacts on Agriculture, Natural Resources and Food Industries in Southwest Florida, 2013**

County	Direct Effect	Impacts <sup>1</sup>			
	Total Sales (\$M)	Output (\$M)	Value Added <sup>2</sup> (\$M)	Labor Income <sup>3</sup> (\$M)	Business Taxes (\$M)
<b>Collier</b>	<b>2,571</b>	<b>4,141</b>	<b>2,482</b>	<b>1,744</b>	<b>213</b>
Hendry	931	1,840	1,148	681	59
Glades	194	295	154	61	8
Lee	3,696	5,444	3,168	2,078	330
Charlotte	720	998	567	361	62
<b>SW FL Total</b>	<b>8,110</b>	<b>12,718</b>	<b>7,519</b>	<b>4,916</b>	<b>673</b>

1/ Impacts include direct sales plus all the multiplier effects.  
 2/ Value added = wages, salaries, rents, profits, dividends, and taxes.  
 3/ Labor income = wages and salaries.

Source: Alan W. Hodges, UF/IFAS/FRED, 2015



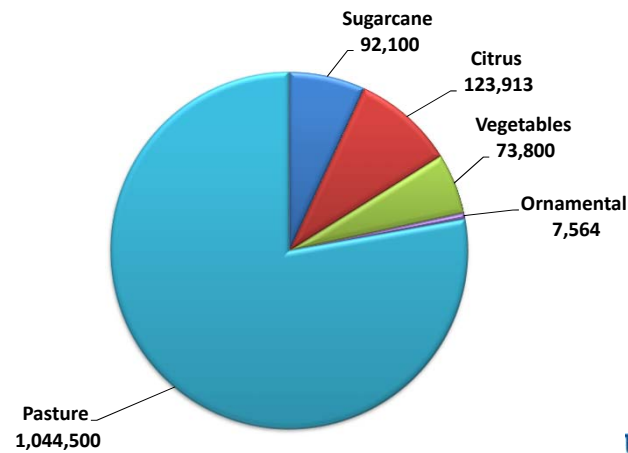
**Employment Impacts of Agriculture, Natural Resources and Food Industries by Southwest Florida County, 2013**

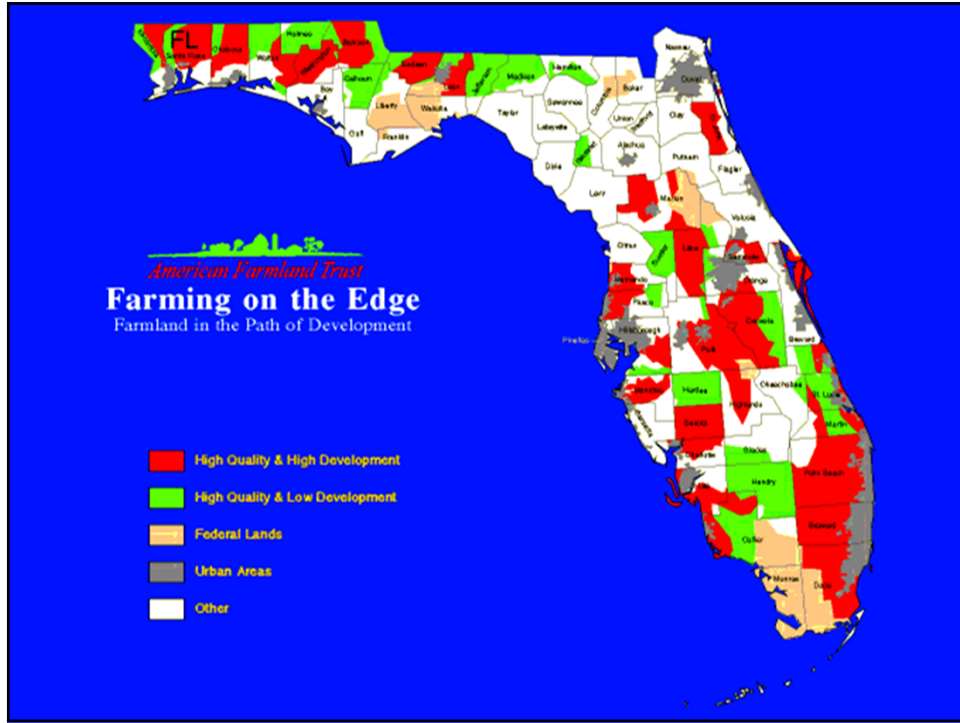
County	Employment Direct (jobs)	Employment Total Impacts Ag Related (jobs)	Share of Total County Employment (%)
Collier	37,085	49,069	23.2%
Hendry	8,624	16,308	80.9%
Glades	1,022	1,787	35.2%
Lee	51,364	64,994	19.7%
Charlotte	11,116	13,577	18.2%

Sources: Alan W. Hodges, UF/IFAS/FRED, 2015  
[www.bls.gov](http://www.bls.gov), U.S. Bureau of Labor Statistics



**SWFLA Acreage, 2016**  
**1,341,877 (31%)**





## Foreign Competition



Orange Juice



Winter vegetables  
Strawberries  
Limes  
Avocados

