

Table 31. Strawberries: Estimated production costs in the Plant City area, 1997-98.

Category	Average per	
	Acre ^a	Flat
Yield (12 lb. flats)	2,200	
OPERATING COSTS	-----Dollars-----	
Transplants	1,560.00	
Fertilizer	165.50	
Fumigant	580.00	
Fungicide	528.06	
Herbicide	73.07	
Insecticide	355.26	
Labor	255.13	
Machinery	279.89	
Interest	310.19	
Miscellaneous		
Plastic mulch	265.50	
Remove and dispose plastic mulch	55.78	
Cut runners Hoe and Weed	120.00	
Preditory mites	93.75	
Scouting	52.25	
Set transplants	220.00	
Cover crop seed	35.00	
Irrigation tube	180.00	
Farm vehicles	82.27	
Total operating cost	5,211.65	
FIXED COST		
Land rent	875.00	
Machinery	166.40	
Overhead	1,634.29	
Total fixed cost	2,675.69	
TOTAL PREHARVEST COST	7,887.33	3.59
HARVEST AND MARKETING COSTS		
Harvest	330.00	0.15
Pack, load and haul	968.00	0.44
Supervision	330.00	0.15
Boxes and cups	3,718.00	1.69
Sell	1,540.00	0.70
Total harvest and marketing cost	9,900.00	4.50
TOTAL COST	17,787.33	8.09

^a 10,000 linear bed feet

^b Producer bears cost of selling berries. Generally 10 percent of FOB price. An average of \$7.00 FOB is used in the budget.

Table 32. Strawberries: Estimated net returns for various price and yield combinations in the Plant City area, 1997-98.

Yield (flats)	Dollars per flat				
	5.00	7.00	9.00	11.00	13.00
1,600	-7,167.00	-3,967.00	-767.00	2,433.00	5,633.00
1,800	-7,077.00	-3,477.00	123.00	3,723.00	7,323.00
2,000	-6,987.00	-2,987.00	1,013.00	5,013.00	9,013.00
2,200	-6,897.00	-2,497.00	1,903.00	6,303.00	10,703.00
2,400	-6,807.00	-2,007.00	2,793.00	7,593.00	12,393.00