

Table 31. Strawberries: Estimated production costs in the Plant City area, 1998-99.

Category	Average per	
	Acre <sup>a</sup>	Flat
Yield (12 lb. flats)	2,200	
<b>OPERATING COSTS</b>	-----Dollars-----	
Transplants	1,600.00	
Fertilizer	180.00	
Fumigant	625.00	
Fungicide	526.50	
Herbicide	73.58	
Insecticide	374.16	
Labor	806.72	
Machinery	365.86	
Interest	358.66	
Miscellaneous		
Cover crop	35.00	
Plastic mulch	292.50	
Remove and dispose plastic mulch	60.00	
Cut runners Hoe and Weed	130.00	
Preditory mites	100.00	
Scouting	50.00	
Trickle tube	185.00	
Farm vehicles	87.94	
Total operating cost	5,850.92	
<b>FIXED COST</b>		
Land rent	875.00	
Machinery	154.03	
Overhead	2,193.62	
Total fixed cost	3,222.64	
<b>TOTAL PREHARVEST COST</b>	9,073.57	4.12
<b>HARVEST AND MARKETING COSTS</b>		
Pick	3,410.00	
Pack, load and haul	990.00	
Supervision	330.00	
Boxes and cups	3,740.00	
Sell	1,650.00	
Total harvest and marketing cost	10,120.00	4.60
<b>TOTAL COST</b>	19,193.57	8.72

<sup>a</sup> 10,000 linear bed feet

<sup>b</sup> 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, 1998-99.

Yield (flats)	Dollars per flat				
	5.00	7.00	9.00	11.00	13.00
1,600	-8,180.00	-4,980.00	-1,780.00	1,420.00	4,620.00
1,800	-8,100.00	-4,500.00	-900.00	2,700.00	6,300.00
2,000	-8,020.00	-4,020.00	-20.00	3,980.00	7,980.00
2,200	-7,940.00	-3,540.00	860.00	5,260.00	9,660.00
2,400	-7,860.00	-3,060.00	1,740.00	6,540.00	11,340.00