

Table 51. Watermelons: Estimated production costs in the north Florida area, 1998-99.<sup>a</sup>

Category	Average per	
	Acre	Cwt.
Yield (cwts.)	325	
<b>OPERATING COSTS</b>	-----Dollars-----	
Seed	66.90	
Fertilizer and lime	105.00	
Fumigant	470.00	
Fungicide	98.28	
Insecticide	9.34	
Labor	196.28	
Machinery	142.33	
Interest	70.42	
Miscellaneous		
Plastic mulch	127.16	
Frost protection	101.10	
Wells	50.00	
Farm vehicles	19.33	
Traveling gun rig	102.72	
Total operating cost	1,558.87	
<b>FIXED COST</b>		
Land rent	50.00	
Machinery	54.31	
Overhead	238.91	
Total fixed cost	343.23	
<b>TOTAL PREHARVEST COST</b>	1,902.29	5.85
<b>HARVEST AND MARKETING COSTS</b>		
Harvest and pack	406.25	1.25
Packing material	9.75	0.03
Selling	325.00	1.00
Marketing and Promotion Assessment	6.50	0.02
Total harvest and marketing cost	747.50	2.30
<b>TOTAL COST</b>	2,649.59	8.15

<sup>a</sup> Production using plastic mulch and overhead irrigation.

Table 52. Watermelons: Estimated net returns for various price and yield combinations in the north Florida area, 1998-99.

Yield (cwts.)	Dollars per cwt.				
	4.00	4.75	5.50	6.25	7.00
275	-1,434.59	-1,228.34	-1,022.09	-815.84	-609.59
300	-1,392.09	-1,167.09	-942.09	-717.09	-492.09
325	-1,349.59	-1,105.84	-862.09	-618.34	-374.59
350	-1,307.09	-1,044.59	-782.09	-519.59	-257.09
375	-1,264.59	-983.34	-702.09	-420.84	-139.59