

Table 31. Strawberries: Estimated production costs in the Plant City area, 1999-2000

Category	Average per	
	Acre ^a	Flat
Yield (12 lb. flats)	2,200.00	
OPERATING COSTS	-----Dollars-----	
Transplants	1,670.00	
Fertilizer	183.75	
Fumigant	650.00	
Fungicide	581.13	
Herbicide	81.85	
Insecticide	397.98	
Labor	323.19	
Machinery	361.89	
Interest	422.13	
MISCELLANEOUS		
Farm Truck (s)	82.27	
Tranplant labor	220.00	
Plastic Disposal	55.78	
Cut Run/Hoe/Weed	120.00	
Trickle Tube	201.60	
Plastic Mulch	292.50	
Scouting	57.00	
Preditory Mites	97.50	
Cover Crop Seed	37.50	
Total operating cost	5,836.08	
FIXED COST		
Land rent	875.00	
Machinery	172.37	
Overhead	1,938.39	
Total fixed cost	2,985.76	
TOTAL PREHARVEST COST	8,821.84	4.01
HARVEST AND MARKETING COSTS		
Pack, load and haul	968.00	0.44
Boxes and cups	3,718.00	1.69
Sell	1,650.00	0.75
Pick strawberries	3,344.00	1.52
Harvest Supervision	330.00	0.15
Total harvest and marketing cost	10,010.00	4.55
TOTAL COST	18,831.84	8.56

^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, 1999-2000

Yield (flats)	Dollars per flat				
	5.00	7.00	9.00	11.00	13.00
1,600	-8,101.84	-4,901.84	-1,701.84	1,498.16	4,698.16
1,800	-8,011.84	-4,411.84	-811.84	2,788.16	6,388.16
2,000	-7,921.84	-3,921.84	78.16	4,078.16	8,078.16
2,200	-7,831.84	-3,431.84	968.16	5,368.16	9,768.16
2,400	-7,741.84	-2,941.84	1,858.16	6,658.16	11,458.16