

FM Tomato Industry Update-Florida/Eastern U.S.

Many Challenges in 2007/08 & 2008/09 Seasons. Prices/Yields Variable

Growing Trends: Acreage steady/declining at about 51,000 Acres.

Florida:

Season	Ac Planted	Ac Harvested	Yld/Ac	Value/25lb	Total Value
05/06	~41,000				
06-07	38,200	34,600	1540	\$7.98/7.69	\$425 Mil
07-08	32,400	31,500	1328	\$14.88/13.71	\$622 Mil
08-09	~33,200 ?	down		\$4-5-6 Oct-May	

Economic Challenges:

1. Salmonella—Lost of Product, Loss of Business [\$140 Mil Fla alone]
2. Farm, Packing, Shipping costs increased by up to 20% (not sales \$)
3. Food safety audits and gov't regulations increased. (>Time/resources)
4. Labor costs increased (min wage and associated supports). Available?

Environmental Challenges:

Freezes & frost, wind damage, extended dry w/ heat, rain, rain, rain
>reduced yields, lower packouts, color issues, fruit breakdown, cracks

Disease Challenges:

Xanthomonas, Target Spot, Late Blight
Fusarium R3, Fusarium Crown and Root Rot, *Bact. Wilt (SC,GA,>VA)*
TSWV, TYLCV, TMV

NEW:

>>>Tomato Purple Leaf Disorder (TPLD) –Purple leaves exposed to sun. No major yield or plant impacts as yet shown. Possible viroid. IFAS is studying this disorder. Central and S. Fla phenom.

Industry Consolidation: Growers leaving the industry due to high overhead and poor prices. Also, food safety and liability concerns have driven up complexity and costs of doing business:

Major players out: T&F, Big Red (Pacific & DiMare shifting)

Representative Varieties: Many F1s in use depending on time and area. A vigorous competition among Seed Companies!

<u>Roma:</u>	<u>Round</u>	<u>Grape</u>	<u>Cherry</u>
Mariana	BHN 602	Santa	Mtn. Belle
BHN 685	Sebring	Jolly Elf	BHN 268 etc
BHN 410/411	Florida 47	Smarty	Camelia
Sunoma	Phoenix	Brixmore	Cherry Blossom
Picus	Solar Fire	Cupid	
Muriel	Amelia		
Plum Dandy	Crista		
	Red Line		
	Tygress		
	Hazera 3096		
	Soraya		
	Crown Jewel		
	BHN 585 & 640		