

practices and in pointing out some of the major agricultural problems. Information obtained in the survey of labor and materials used in producing individual crops were used in determining the normal crop production practices. Data from the farm business studies have been used in showing the organization of the farms, receipts and expenses, and some of the changes that have taken place in the farming in the area. Material from these studies was also used in studying factors that affect farm income.

Two of the farms on which records were obtained in 1951 were selected for reorganization. Suggested farm plans were developed and budgets prepared showing expected improvement in farm income if the reorganization were made and improved practices used. In developing the budgets, the actual acreage of individual crops on each farm in 1951 was used. Production was calculated in terms of normal practices and rates of production. Cost and price relationships used were those that existed in the Plant City area during the 1950-51 season. The net farm incomes for the farms with normal practices were compared with what could be expected had a higher level of practices, such as higher rates of fertilizer and better disease and insect control programs, been used. The budgets were developed in terms of the **normal for the area** rather than using the **actual situation for the individual farm**, for this gives a better indication of what can be expected for the average farm.

DESCRIPTION OF THE AREA

LOCATION

This area, known as the "Plant City Trucking Area," is located in eastern Hillsborough County. It consists of about 110 square miles lying in townships 28 and 29 south, ranges 21 and 22 east (Fig. 1). Plant City, which is approximately in the center of the area, is 20 miles east of Tampa. Plant City and Dover serve as the principal market outlets for strawberries and other products.

PHYSICAL FEATURES

Soils and Topography. —The soils around Plant City are quite variable. Sometimes several soil types are found on the small acreage of an individual farm. In general "flatwoods" soils, including Scranton, Rutlege and Leon soil types, predominate. The Rutlege and Scranton soils have fine sands usually to