some of their importance and accounted for 42 percent of the value of total sales. Most of the strawberries grown in Hillsborough County are grown around Plant City so the trend in acres in the County is representative of this area. The acres of strawberries harvested in Hillsborough County from 1928-29 to 1950-51 are shown in Fig. 4. The largest acreage during this period was 4,600 in 1933 and the smallest acreage 600 in 1944. Acreage increased to 4,550 in 1951. Factors that contributed to the decline in acreage during the war were high cost and scarcity of labor, increase in relative returns from competing crops, and availability of off-the-farm employment.

Fig. 4.—Acres of Strawberries Harvested, Hillsborough County, Florida, Seasons 1928-29 to 1950-51.

MARKET OUTLETS

Most of the products grown in the Plant City area are marketed through the Plant City Farmers' Market at Plant City, the Dover Market, and the Wholesale Produce Market at Tampa. The Plant City market is the most important of the three. Records of sales through the Plant City market for the marketing seasons 1938-39 to 1950-51 give a good indication of the relative importance of the various crops as a source of income, prices received, and also shifts in production that occurred during the war and post-war periods (Table 5).