

period. All produce normally is marketed the day it is harvested or the following day, so one or more trips to market are usually necessary each day any crop is harvested. A survey in 1946 of 213 farms using the Plant City Market showed that the average producer made 81 trips per season to market. The average time required to travel to the market, sell produce and return to the farm was 2.9 hours² (Fig. 5). Some farmers sold produce on other markets in addition to the Plant City Market so this means marketing consumed about one-sixth of one man's time during the harvest period.

POPULATION

There has been a rapid growth in the population of Plant City and the surrounding area during the last 50 years. Starting from a village of 349 persons in 1890, Plant City increased in population to 9,230 by 1950 (Fig. 6). The largest increase occurred between 1920 and 1930.

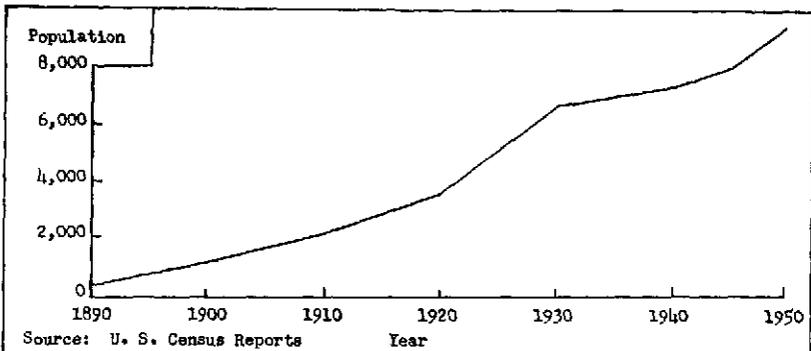


Fig. 6.—Population growth in Plant City, Florida, 1890-1950.

A study of the age-sex structure of the population in rural precincts surrounding Plant City show that in 1940 children and young people were relatively numerous and persons 65 years or older were proportionally fewer than for the state as a whole (Table 6). In the rural area around Plant City slightly more than one-third of the population was under 15 years of age, compared to only about one-fourth for the state as a whole.

² The Wholesale Fruit and Vegetable Market of Tampa, Florida, by William H. Elliott, A. B. Lowstuter, A. H. Spurlock and G. B. Hogan. Mimeograph report, Production and Marketing Administration, Marketing Facilities Branch, April 1947, pp. 32-36.