

proved practices. This is accomplished by using higher than average rates of fertilization, applying fertilizer and top dressing at the right time and by using good irrigation practices. These farmers also used good cultural practices and a good program of insect and disease control. They harvest crops such as okra over a longer period of time if weather and marketing conditions are favorable.

TABLE 24.—AVERAGE YIELD PER ACRE WITH NORMAL AND IMPROVED PRACTICES, PRINCIPAL CROPS, PLANT CITY AREA, FLORIDA.

Crop	Unit	Yield per Acre		Percent Increase over Normal
		Normal Practices	Improved Practices	
Beans, Fordhook lima ..	bu.	100	150	50
Beans, lima	bu.	100	150	50
Collards	doz.	225	300	33
Southern peas	bu.	65	90	38
Okra	bu.	100	150*	50
Peppers	bu.	225	300	33
Squash	bu.	90	130	44
Strawberries	36 pt. crate	100	125	25
Tomatoes	bu.	160	200	25

* If weather and market conditions are favorable, crop may be harvested over a longer period and thus a higher yield obtained.

RELATIVE COSTS AND RETURNS WITH PRESENT AND IMPROVED PRACTICES

This section shows the effects of improved practices on relative costs and returns for different enterprises. The effects of any production increase on net income depends upon how much cost is increased to get the additional product. Many items of cost are more or less fixed; these are effected very little by a change in output. On many farms, most of the labor is supplied by the operator and his family or by cropper labor. In such a case, labor is not a variable cash cost except where it is necessary to hire extra labor to harvest the additional product.

In calculating relative costs and returns for various enterprises on a per acre basis, only variable items of cash costs were considered. These were fertilizer, seed, spray and dust materials, containers, and selling charges. The costs of power and labor were not included; for power costs would change very little with a change in practices. Increase in labor would be mainly labor needed to harvest the extra product. Prices used were the average prices received for products sold on the Plant City Market