

In the Ocala district 19 hired their milk hauled part or all of the time, 12 used autos or trucks and one used horses.

The average number of miles covered per trip for those hauling their own milk, including the additional distance covered by retailers in the delivery of milk to their customers, for the various districts was: Jacksonville 27.5, Miami 39.4, Tampa 30.2, St. Petersburg 28.4, Orlando 20.9 and Ocala 13.8. One-third of all dairymen retailed their own milk, and an additional 16 percent retailed a part of their product. It was not feasible to separate the extra mileage and time required for retailing from the total milk hauling requirements.

EXTRA COST OF RETAILING

In addition to the required costs of preparing milk for wholesale markets, the retailers had the labor of bottling and the cost of bottles and caps. Unless great care is exercised, the loss of bottles is an important item of cost. The cost of use of bottling equipment depended largely upon the value of equipment used. Many retailers bottled milk by hand, while others had expensive equipment (Table LXIX).

TABLE LXIX.—EXTRA COST OF RETAILING MILK ON 124 FLORIDA DAIRY FARMS, 1927.

District	Jacksonville	Miami	Tampa	St. Petersburg	Orlando	Ocala
Pounds retailed	6,663,965	4,320,631	3,260,140	3,225,244	2,106,743	521,521
Item	Cost per 100 pounds					
Labor bottling	\$.23	\$.25	\$.15	\$.32	\$.28	\$.24
Bottles	.16	.21	.22	.08	.08	.05
Caps	.07	.05	.04	.04	.04	.03
Use of bottling equipment	.01	.06	.03	.01	.01	*
Ice	.12	.11	.12	.08	.02	.13
Bad debts	.10	.11	.31	.12	.07	.07
Other retail costs	.01	.03	.02	.04	.01	*
Total	\$.70	\$.82	\$.89	\$.69	\$.51	\$.52

*Less than 1 cent.

Ice, as it appears in this cost, was that required to keep the milk cool while on the milk route.

The wholesaler had little trouble in collecting for his milk. Many of the retailers, however, allowed accounts to run for long