

The same Federal laws and regulations affect the growers in other States (Florida, California, and Texas) as they do the greenhouse grower.

Manufacturers of hard goods have some control over the market and the marketing period for their products, but the greenhouse vegetable grower, as well as the outdoor farmer, has very little control over this phase of the business. Greenhouse tomatoes are perishable and they must be sold soon after harvest. An over-supply of a perishable crop at harvest can result in low wholesale prices. Since the crop is sold during a relatively short period, low prices can be disastrous to the individual grower. Due to the present trade policy, the tomato imports, primarily from Mexico, are heaviest during our marketing period. The effect of our present trade policy will be discussed later.

We have surveyed some of our representative greenhouse grower members regarding production costs during 1967. The average gross cost for producing greenhouse tomatoes was \$1.86 per 8-pound basket, or about 23 cents per pound. The average wholesale price was \$2.01 per 8-pound basket, or about 25 cents per pound, leaving only 15 cents per basket, 2 cents per pound, or \$3,000 per acre to cover management, depreciation, and profit. Obviously on a return of this nature, we cannot stay in business, we cannot meet the demand of society and we cannot attract young people who desire to enter the field of agriculture as an occupation.

One further point should be mentioned, wholesale prices have remained constant during the past 10 years as shown below:

1957-----	\$2. 27	1962-----	\$1. 93
1958-----	2. 02	1963-----	2. 01
1959-----	1. 95	1964-----	2. 16
1960-----	2. 02	1965-----	2. 02
1961-----	1. 88	1966-----	2. 01

These wholesale prices should be compared with the official OPA established price of \$2.52 per 8-pound basket (about 31 cents per pound) during World War II.¹

Our production costs, like most industries, have increased rapidly since 1957, but the wholesale prices which we receive have not increased. Actually in terms of the buying ability of the dollar, the prices have decreased.

A survey of representative growers in our industry indicates labor costs have doubled during the past 10 years. Other increases over this period are: taxes, 76 percent; repairs, 45 percent; containers, 23 percent; other supplies 20 percent, and fuel 19 percent. In spite of increased yield per acre through improved production technology and use of labor-saving equipment, we are unable to increase our gross income per acre to offset these increased production and marketing costs. The increased quantity of tomato imports has been one of the factors affecting these wholesale prices.

¹ During the time the ceiling price was in effect, records indicate that the overall average wholesale price was near the \$2.52 ceiling price.