

FLORIDA FARM TO SCHOOL

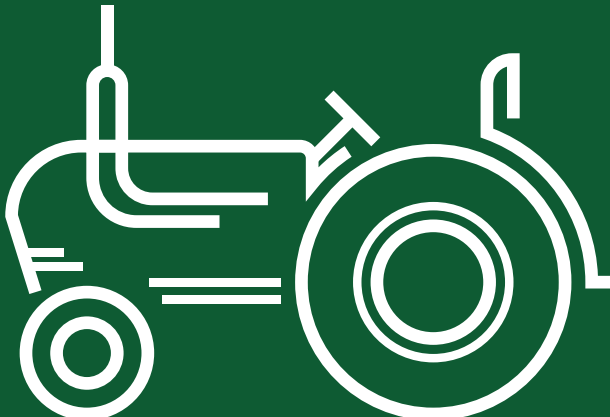
Annual Report





THE MISSION

of the Florida Department of
Agriculture and Consumer
Services is to safeguard the
public and support Florida's
agricultural economy.



FLORIDA'S FARM TO SCHOOL INITIATIVE

works to increase Florida products served in schools, offer healthier options for Florida's children and get students involved in nutrition and agriculture education through school garden activities.



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Executive Summary



In the 2019-2020 school year, the Florida Department of Agriculture and Consumer Services collected specific data related to the purchase of Florida agricultural products by school districts. As part of the Farm to School initiative, the department analyzed the economic impact these purchases had on the state using IMPLAN, a regional economic modeling system that utilizes Florida's state and county databases to estimate economic multipliers for over 500 different industries. Working with school districts, food service vendors, processors and agricultural associations, the department created a summary of local purchasing made by school districts and the impact on Florida's economy.

HIGHLIGHTS

In school year 2019-2020, it is estimated that:

- Florida school districts purchased more than \$4,673,432 in Florida fruits and vegetables through competitively procured food service contracts, representing 3,493,264 pounds of Florida produce.
- Schools ordered approximately \$4,458,495 of Florida fruits and vegetables through the USDA's Department of Defense Fresh Fruit and Vegetable Program (DoD Fresh).
- It is estimated that up to 30 million lunches served in Florida schools included a component from Florida.
- Cafeterias served over 191 million half pint units of Florida milk, valued at \$47.9 million.
- More than \$392,248 of Florida beef and poultry (eggs) products were sourced for school meals.
- The total estimated value of Florida products purchased for school meals was \$57,424,175.
- The top industries supported by Florida Farm to School purchases were dairy cattle and milk production, fluid milk manufacturing, vegetable and melon farming.
- Florida Farm to School purchases contributed to:
 - 570 jobs
 - \$26,596,081 in labor income
 - \$2,956,623 in local, state and \$5,741,882 in federal taxes
 - \$127,937,568 in total economic impact (total output - direct, indirect and induced effect)

The estimated value of Florida products in school meals, based on the data collected, decreased overall between school year 2018-2019 and 2019-2020 by \$6,682,137. The estimated economic impact was reduced by \$17,833,605 for 2019-2020 from last year's estimate.



Background

Florida's Farm to School initiative works to increase Florida products served in schools, offer healthier options for Florida's children and get students involved in nutrition and agriculture education through school garden activities.

The goal of this report is to quantify the amount of Florida products being purchased for school meals. The department's Division of Food, Nutrition and Wellness collected data throughout the school year from school districts and food service vendors. Some data was provided by processors and agricultural associations. Schools that receive federal reimbursement must comply with all federal, state and local competitive procurement rules. The department uses this data to measure growth of Farm to School efforts.

Some information in this report refers to the USDA's Department of Defense Fresh Fruit and Vegetable Program (DoD Fresh), which allows NSLP sponsors to order fresh fruits and vegetables to offset the cost of school meals with USDA entitlement allowances.

This report also examines an impact on the dairy and beef industry in Florida. The state has productive dairy industries; approximately 125,000 cows produce over 300 million gallons of milk each year according to FloridaMilk.com. Florida schools have taken advantage of this abundance of milk products to better serve students.

According to the U.S. Department of Agriculture National Agricultural Statistics Services, the Florida beef industry is ranked 12th in the nation in beef cattle production with 914,000 heads, 2.9 percent

of the U.S. total (as of January 1, 2019). Beginning in 2017, the department began assisting school districts in sourcing local beef from Florida. In 2019-2020, schools in St. Lucie County, as well as the North Florida Buying Group and Power Buying Group, reported purchasing Florida beef products.

At the start of school year 2017-2018, most counties in Florida were impacted by Hurricane Irma, a Category 4 storm. Many Florida farms were affected by the destructive force of Irma. According to a preliminary report from the department, total damages to Florida agriculture are estimated at \$2.5 billion.

Some of these losses may account for the difference in product availability between 2017-2018 and 2018-2019.

Covid-19 may have accounted for decreases in fresh produce purchases from school year 2018-2019 to 2019-2020. The estimated loss to Florida school districts' school nutrition fund balances due to closures in the 2019-2020 school year was nearly \$160 million. Federal waivers allow FDACS to provide authority to local school districts on alternative methods of delivering nutritious meals, such as "grab and go" meals, meals available in school pick-up circles, multiple meals (such as breakfast and lunch) picked up at one time and other methods in non-cafeteria settings, to promote CDC-recommended social distancing. Many school districts reported purchasing shelf-stable and prepackaged products over fresh produce to meet the fruit and vegetable meal pattern requirement during their school closures.

Methodology

There were multiple data sources for this report:



Florida produce purchased through competitive procurement - To quantify the amount of fresh fruits and vegetables being procured by schools, an in-depth data collection process was completed to collect invoices and estimate dollars spent, which is detailed below in the section titled, “Fresh Produce Invoice Data Collection.”



Florida produce through the USDA’s DoD Fresh Program - Data for entitlement dollars spent on Florida products by Florida schools through the DoD Fresh Program were downloaded from the USDA’s Fresh Fruit and Vegetable Order Receipt System.



Florida milk purchases - The department received data on half-pint units of fluid milk sold to schools through a partnership with the Florida Dairy Council.



Florida beef and poultry (eggs) purchases - Data on Florida beef purchases was provided to the department by Miami Beef, a Florida beef processor. Month purchased, product description, quantity ordered, estimated pounds and price were provided to the department. Some districts reported eggs from Florida with their monthly invoice data.

Once price data and quantity were collected from the four sources, the information was entered into IMPLAN to determine economic impact, which is discussed in the “Economic Impact Model” section.

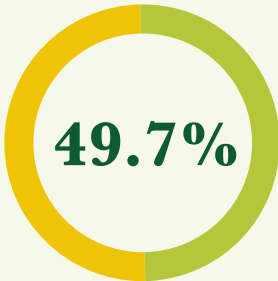




FRESH PRODUCE INVOICE DATA COLLECTION

Between July 2019 and June 2020, invoices for fresh produce purchases were obtained from Florida school districts and distributors. Each invoice was reviewed and entered into a master data collection file which tracked month purchased, district, distributor, commodity, product description, unit of measure, quantity ordered, price per unit, farmer/producer and state of origin. Pricing and state of origin were not identifiable for all products.

An average of 33 (49.7%) school districts submitted data monthly for this project.



Sample data collection file:

Month Purchased	District	Distributor Used	Commodity	Product Description	Unit of Measure	Quantity Ordered	Price Per Unit	Farmer / Producer	Origin
August	Baker	The Garden Wholesale, Inc.	Cucumbers	CUCUMBER SELECT 1-13BU	CS	2.43	\$3.64		GA
August	Baker	The Garden Wholesale, Inc.	Cucumbers	CUCUMBER SELECT 1-13BU	CS	5.21	\$3.50		FL
August	Baker	The Garden Wholesale, Inc.	Cucumbers	CUCUMBER SELECT 1-13BU	CS	1.43	\$3.43		CA
August	Baker	The Garden Wholesale, Inc.	Oranges	ORANGE 113-138CT CH SCH	CS	9	\$37.70		CA
August	Bradford	Gordon Food Services	Carrots	CARROT BABY WHL CLEANED 12-2# RSS	Case	9	\$22.38		
August	Bradford	Gordon Food Services	Cucumbers	CUCUMBER SELECT SUPER 4S# MRKN	Case	6	\$21.97		
August	Bradford	Gordon Food Services	Cucumbers	CUCUMBER SELECT 4-6CT P/L	Case	13	\$18.83		
August	Bradford	Gordon Food Services	Lettuce	LETTUCE SALAD SEP BAGS 4-5# RSS	Case	38	\$19.16		
August	Bradford	Gordon Food Services	Lettuce	LETTUCE SHRD TACO 18CT 4-5# RSS	Case	15	\$18.10		
August	Bradford	Gordon Food Services	Oranges	ORANGES NAVEL/VALENCIA FCY 138CT	Case	33	\$33.48		
August	Bradford	Gordon Food Services	Tomatoes	TOMATO 6X6 LRG 25# MRKN	Case	13	\$26.58		
August	Bradford	Gordon Food Services	Tomatoes	TOMATO GRAPE SWT 12-1PINT P/L	Case	32	\$19.73		
August	Broward	Mac Edwards	Broccoli	BROCCOLI FLORETS 3#	Case	112			
August	Broward	Mac Edwards	Cabbage	CABBAGE RED SHREDDED 18 INCH 5#	Case	194			



PRICING: When price information was not provided, the average price per commodity for 2019, as published by the USDA Agriculture Marketing Service (AMS), was used. Refer to the Appendix for average price per commodity. Commodities that had a known price were included. The summation of commodity values is a combination of known price per unit multiplied by the units ordered and the AMS average price per pound of unknown prices multiplied by pounds ordered.



STATE OF ORIGIN: Once all data was entered, the division filtered the data to find fruit and vegetables commonly produced in Florida.

Commodities with a state of origin outside of Florida were removed from the tabulation. Some commodities did not include a state of origin. In these instances, the Florida growing and harvesting timeline was used to determine if it was possible for the commodity to be produced in Florida during the purchase month. If it was possible, then the commodity was included. Refer to the Appendix for the harvesting timeline used.



ECONOMIC IMPACT MODEL

Commodity price and quantity data collected were used to create a regional economic model that tracks the flow of expenditures. The model was created using the Impact Analysis for Planning (IMPLAN) software with statewide Florida data for 2020. IMPLAN is an input/output tool that characterizes spending patterns and relationships between households and industries, and one of the most widely used and well-known platforms for modeling economic impact and contributions.

The industries analyzed were vegetable/melon farming, fruit farming, fluid milk manufacturing and meat processed from beef. The analysis encompasses a broad array of activities that are either influenced or are directly affected by Farm to School purchases. From the direct industry sales, indirect and induced output, wages, taxes and employment are calculated by the IMPLAN software.



Results

TOTAL FLORIDA PRODUCT PURCHASED

	Quantity	Estimated Value
Florida Produce Through Competitive Procurement	3,493,264 pounds	\$ 4,673,432
Florida Produce Through USDA's DoD Fresh Program	1,949,664 pounds	\$ 4,458,495
Florida Milk Purchases (half pints)	191,000,000 half pints	\$47,900,000
Florida Beef & Poultry Purchases	147,199 pounds	\$ 392,248
Total Estimated Amount Spent		\$57,424,175



FLORIDA PRODUCE THROUGH COMPETITIVE PROCUREMENT

The following table shows a list of Florida commodities ordered by school districts within the state, the pounds that were reported ordered by districts and estimated total dollar amount spent on those commodities. The table is sorted by the totals spent (value).

FLORIDA COMMODITY	POUNDS ORDERED	ESTIMATED TOTAL SPENT
Orange	914,479	\$1,041,243
Tomato	417,269	\$ 704,573
Lettuce	254,532	\$ 339,944
Squash	177,925	\$ 265,160
Cucumber	301,525	\$ 246,262
Strawberry	112,191	\$ 233,228
Snap Bean	93,584	\$ 200,678
Satsuma	243,690	\$ 190,860
Bell Pepper	94,562	\$ 184,899

FLORIDA COMMODITY	POUNDS ORDERED	ESTIMATED TOTAL SPENT
Sweet Corn	171,930	\$ 182,159
Carrot	103,485	\$ 173,905
Celery	48,635	\$ 165,133
Tangerine	165,233	\$ 152,913
Grapefruit	93,884	\$ 101,192
Broccoli	21,319	\$ 45,712
Starfruit	7,578	\$ 38,302
Sweet Potato	34,620	\$ 35,070
Onion	9,072	\$ 31,717

FLORIDA COMMODITY	POUNDS ORDERED	ESTIMATED TOTAL SPENT
Collard Green	6,371	\$ 29,189
Tangelo	19,625	\$ 24,554
Watermelon	45,529	\$ 23,011
Cabbage	26,399	\$ 22,292
Cantaloupe	13,426	\$ 21,650
Mushroom	7,064	\$ 21,136
Pomelo	27,035	\$ 20,180
Blueberry	5,750	\$ 18,247
Cauliflower	4,051	\$ 18,099
Guava	5,370	\$ 17,896
Avocado	6,142	\$ 17,809
Potato	20,006	\$ 17,638
Ugli Fruit	3,635	\$ 17,129
Radish	8,312	\$ 13,680
Honeydew	3,265	\$ 10,080
Vegetable Mix	1,415	\$ 6,669
Papaya	935	\$ 6,015
Peach	7,294	\$ 5,696
Beet	1,318	\$ 4,264

FLORIDA COMMODITY	POUNDS ORDERED	ESTIMATED TOTAL SPENT
Jicama	857	\$ 3,257
Pomegranate	1,980	\$ 2,673
Spinach	909	\$ 2,640
Kumquat	5,320	\$ 2,282
Melons	284	\$ 2,246
Eggplant	675	\$ 2,110
Lime	1,060	\$ 2,058
Mango	220	\$ 1,672
Plum	1,464	\$ 1,563
Rutabaga	350	\$ 1,330
Kiwifruit	234	\$ 1,277
Pear	486	\$ 967
Nectarine	646	\$ 873
Pepper		
Habanero	84	\$ 182
Lemon	216	\$ 70
Okra	24	\$ 51
GRAND TOTAL	3,493,264	\$4,673,432



FLORIDA PRODUCE THROUGH USDA'S DOD FRESH PROGRAM

During the 2019-2020 school year, school districts spent \$4,458,495 of entitlement funds on fruits and vegetables from Florida through the DoD Fresh Program. The table below shows different Florida produce commodities and amounts that were purchased through the DoD Fresh Program by school districts. The DoD Fresh Program shows a state of origin for products. The top three Florida products ordered were tomatoes, oranges and broccoli (by value).

DOD FRESH COMMODITIES FROM FLORIDA	POUNDS ORDERED	AMOUNT SPENT
Tomato	533,562	\$1,032,190
Orange	260,184	\$ 673,081
Broccoli	77,148	\$ 470,586
Celery	108,145	\$ 409,604
Cucumber	232,756	\$ 326,418
Cantaloupe	52,578	\$ 298,815
Blueberry	18,913	\$ 158,205
Kiwi	28,848	\$ 151,148
Honeydew	32,674	\$ 147,541
Cantaloupe	23,184	\$ 133,012
Tangerine	169,365	\$ 132,562
Carrot	48,468	\$ 95,562
Squash	30,905	\$ 64,541
Watermelon	190,053	\$ 63,805

DOD FRESH COMMODITIES FROM FLORIDA	POUNDS ORDERED	AMOUNT SPENT
Bell Pepper	18,516	\$ 53,907
Grapefruit	12,408	\$ 52,850
Cauliflower	8,796	\$ 51,905
Peach	35,784	\$ 48,324
Plum	21,744	\$ 22,968
Lettuce	21,175	\$ 20,394
Strawberry	5,672	\$ 14,680
Nectarine	10,393	\$ 13,835
Jicama	2,442	\$ 11,794
Snap Bean	786	\$ 5,135
Onion	1,900	\$ 2,905
Cabbage	3,265	\$ 2,728
TOTALS	1,949,664	\$4,458,495



FLORIDA MILK: According to the Dairy Council of Florida, 191,000,000 half-pint cartons of fluid milk from Florida dairies were purchased by schools in 2019-2020, equating to \$47,900,000.



FLORIDA BEEF AND POULTRY: According to Miami Beef, a Florida beef processor, various Florida beef products were sold to school districts, including beef patties and ground beef. This equated to 147,199 pounds of beef and \$392,248. Some districts reported the purchase of Florida eggs on their monthly invoices equating to 5,545 pounds and \$7,626.



ECONOMIC CONTRIBUTION RESULTS

The economic contribution of purchases of Florida commodities by school districts has an effect throughout various industries within the Florida economy. The top three industries affected by Farm to School purchases were: dairy cattle and milk production, fluid milk manufacturing and vegetable and melon farming. The estimated contribution of these purchases are 570 jobs, \$26,596,081 in labor income, \$45,199,573 in value added to Gross Regional Product (GRP) and \$127,937,568 in total output either directly, indirectly or by induced effect.

“Direct effects” refer to total spending in the initiative; “indirect effects” result from changes in demand of factor inputs caused by the initiative; and “induced effects” result from households and workers spending money as a result of the initiative. For more terms related to economic impact that may appear in this report, refer to the Appendix.

When Farm to School purchase data was input into the IMPAN software, the following results occurred:

TOTAL IMPACT SUMMARY

IMPACT TYPE	EMPLOYMENT	LABOR INCOME (\$)	VALUE ADDED (\$)	OUTPUT (\$)
Direct Effect	182	\$ 7,570,409	\$12,297,484	\$ 57,424,175
Indirect Effect	257	\$12,864,559	\$21,556,481	\$ 50,487,645
Induced Effect	131	\$ 6,161,113	\$11,345,608	\$ 20,025,748
TOTAL EFFECT	570	\$26,596,081	\$45,199,574	\$127,937,568

TOP 10 INDUSTRIES AFFECTED BY EMPLOYMENT

SECTOR	DESCRIPTION	EMPLOYMENT	LABOR INCOME (\$)	VALUE ADDED (\$)	OUTPUT (\$)
12	Dairy cattle and milk production	95.17	\$4,984,362	\$7,712,874	\$47,913,508
19	Support activities for agriculture and forestry	58.73	\$2,077,212	\$2,100,374	\$ 2,552,098
3	Vegetable and melon farming	43.44	\$1,465,542	\$2,445,540	\$ 5,443,426
4	Fruit farming	42.81	\$1,101,710	\$2,084,908	\$ 3,896,490
447	Other real estate	35.54	\$ 667,499	\$2,339,649	\$ 6,521,330
400	Wholesale - Other non-durable goods merchant wholesalers	23.78	\$1,952,078	\$4,558,107	\$ 7,888,601
11	Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	11.4	\$ 334,603	\$ 666,349	\$ 1,690,823
509	Full-service restaurants	11.07	\$ 314,735	\$ 468,196	\$ 784,684
64	Other animal food manufacturing	10.91	\$ 771,192	\$1,591,627	\$11,875,897
417	Truck transportation	10.38	\$ 499,949	\$ 602,379	\$ 1,548,696





STATE AND LOCAL TAX RESULTS

DESCRIPTION	EMPLOYEE COMPENSATION	PROPRIETOR INCOME	TAX ON PRODUCTION & IMPORTS	HOUSEHOLDS	CORPORATIONS
TOPI: Sales Tax	\$0	\$0	\$1,494,046	\$ 0	\$ 0
TOPI: Property Tax	\$0	\$0	\$1,016,732	\$ 0	\$ 0
TOPI: Motor Vehicle License	\$0	\$0	\$ 21,125	\$ 0	\$ 0
TOPI: Severance Tax	\$0	\$0	\$ 1,908	\$ 0	\$ 0
TOPI: Other Taxes	\$0	\$0	\$ 177,363	\$ 0	\$ 0
TOPI: Special Assessments	\$0	\$0	\$ 103,775	\$ 0	\$ 0
Corporate Profits Tax	\$0	\$0	\$ 0	\$ 0	\$109,716
Personal Tax: Motor Vehicle License	\$0	\$0	\$ 0	\$20,461	\$ 0
Personal Tax: Property Taxes	\$0	\$0	\$ 0	\$10,353	\$ 0
Personal Tax: Other Tax (Fish/Hunt)	\$0	\$0	\$ 0	\$ 1,143	\$ 0
TOTAL	\$0	\$0	\$2,814,949	\$31,957	\$109,716



FEDERAL TAX RESULTS

DESCRIPTION	EMPLOYEE COMPENSATION	PROPRIETOR INCOME	TAX ON PRODUCTION & IMPORTS	HOUSEHOLDS	CORPORATIONS
Social Insurance Tax: Employee Contribution	\$1,259,257	\$274,894	\$ 0	\$ 0	\$ 0
Social Insurance Tax: Employer Contribution	\$1,161,155	\$ 0	\$ 0	\$ 0	\$ 0
TOPI: Excise Taxes	\$ 0	\$ 0	\$138,437	\$ 0	\$ 0
TOPI: Custom Duty	\$ 0	\$ 0	\$ 68,595	\$ 0	\$ 0
Corporate Profits Tax	\$ 0	\$ 0	\$ 0	\$ 0	\$304,592
Personal Tax: Income Tax	\$ 0	\$ 0	\$ 0	\$2,534,951	\$ 0
Personal Tax: Estate and Gift Tax	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
TOTAL	\$2,420,412	\$274,894	\$207,032	\$2,534,951	\$304,592



Annual Data Comparison

The table below shows the total data collected over a three-year period (between school year 2017-2018 and school year 2019-2020). It also compares the one-year change(s) from 2018-2019 to 2019-2020. The *districts submitting data* row reflects the average percentage of districts who submitted monthly purchase data throughout the school year. Since districts can vary greatly in enrollment size, the *student population represented by invoice data* row accounts for the percentage of students in the state attending school in the districts that submitted fresh produce invoice data.

FARM TO SCHOOL DATA COLLECTION COMPARISON

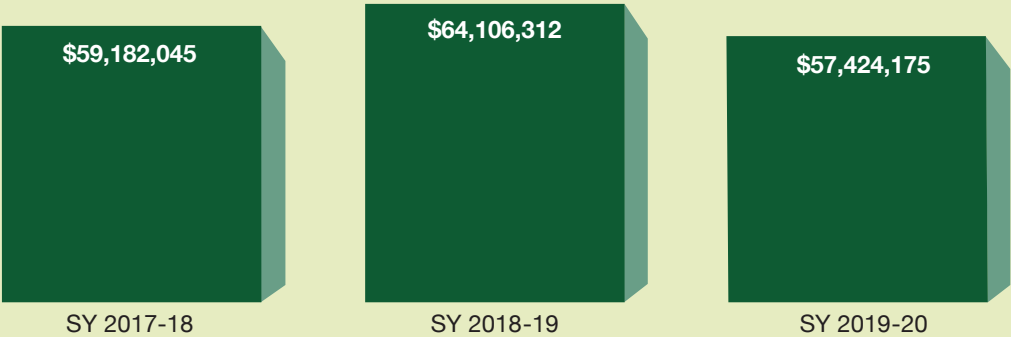
	SY 2017-18	SY 2018-19	SY 2019-20	1 yr Change
School Districts Submitting Data (Monthly Average)	70%	67%	50%	-17%
Student Population Represented by Invoice Data (Monthly Average)	83%	80%	64%	-16%
Fruits and Vegetables Competitively Procured (Value)	\$3,516,216	\$7,619,164	\$4,673,432	-39%
Fruits and Vegetables Competitively Procured (LBS)	1,883,753 lbs.	6,701,455 lbs.	3,493,264 lbs.	-48%
Florida Produce Ordered – DoD Fresh (Value)	\$663,650	\$826,485	\$4,458,495	439%
Florida Produce Ordered – DoD Fresh (LBS)	447,441 lbs.	544,014 lbs.	1,949,664 lbs.	258%
Florida Milk Purchases (Value)	\$54,816,841	\$55,312,339	\$47,900,000	1%
Florida Milk Purchases (Units)	219,000,000	221,000,000	191,000,000	1%
Florida Beef & Poultry Purchases (Value)	\$185,338	\$348,324	\$392,248	13%
Florida Beef & Poultry Purchases (LBS)	65,437 lbs.	130,078 lbs.	147,199	13%
TOTAL FLORIDA PRODUCT VALUE IN SCHOOLS	\$59,182,045	\$64,106,312	\$57,424,175	-10%

ECONOMIC IMPACT COMPARISON

	SY 2017-2018	SY 2018-2019	SY 2019-2020	Change
Jobs	508	659	570	-14%
Labor Income	\$ 26,601,000	\$ 32,693,972	\$ 26,596,081	-19%
Local, State and Federal Taxes	\$ 9,918,714	\$ 11,129,779	\$ 8,698,504	-22%
TOTAL ECONOMIC IMPACT (OUTPUT)	\$132,470,276	\$145,771,173	\$127,937,568	-12%

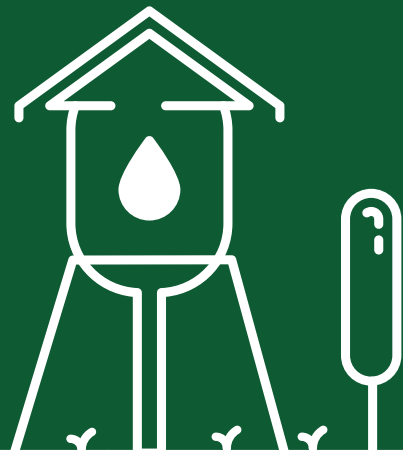
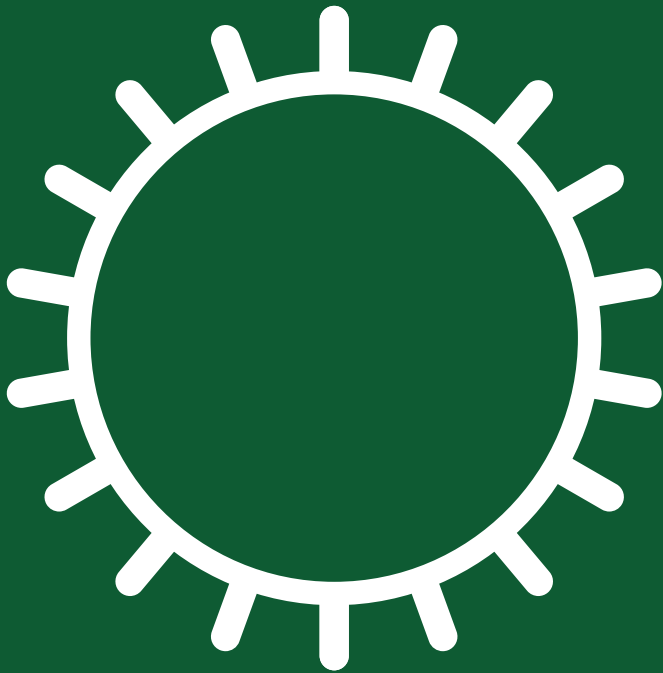
ANNUAL COMPARISON CHARTS

VALUE OF
FLORIDA
PRODUCTS
IN SCHOOLS



TOTAL
ECONOMIC
IMPACT
(OUTPUT)







Appendix

AGRICULTURAL MARKETING SERVICE – AVERAGE PRICE PER POUND (2018-19)

<https://www.ams.usda.gov/>

COMMODITY	AVERAGE PRICE PER POUND
Avocado	\$1.00
Banana	\$0.56
Beet	\$0.82
Bell Pepper	\$2.27
Blueberry	\$3.69
Broccoli	\$1.93
Cabbage	\$0.62
Cantaloupe	\$1.66
Carrot	\$1.21
Cauliflower	\$1.54
Celery	\$1.33
Collard Green	\$1.91
Cucumber	\$1.09
Eggplant	\$1.25
Grapefruit	\$0.99
Honeydew	\$3.99
Lettuce	\$1.37
Mango	\$0.99
Mushroom	\$2.58

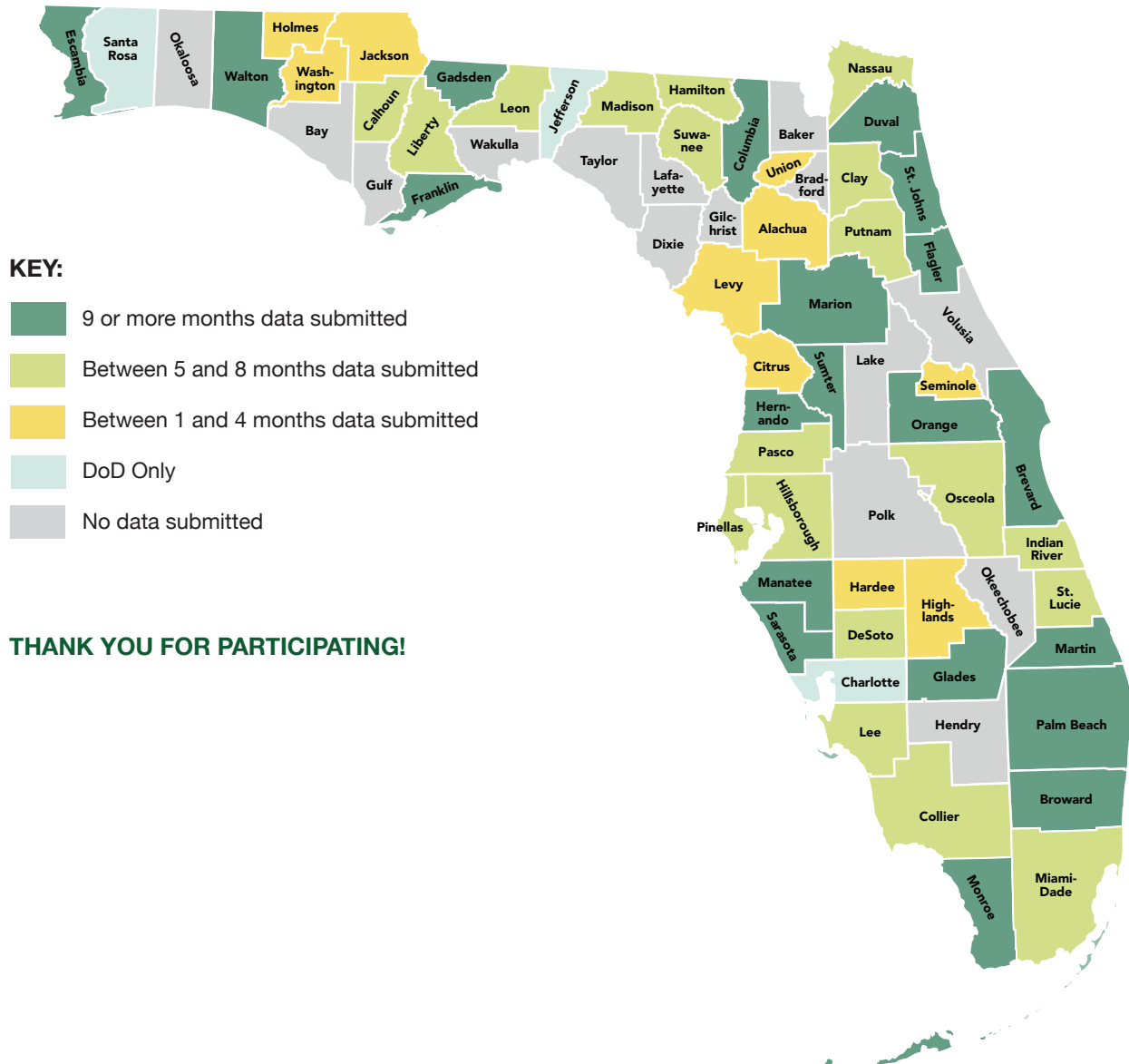
COMMODITY	AVERAGE PRICE PER POUND
Nectarines	\$2.39
Onion	\$0.99
Orange	\$1.42 \$.60 (8 lbs.+)
Papaya	\$0.87
Peaches	\$2.21
Potato	\$0.82 \$.37 (10 lbs.+)
Radish	\$1.19
Satsuma	\$1.48 \$.99 (3 lbs.+)
Snap Bean	\$1.70
Spinach	\$3.47
Squash	\$1.35
Strawberry	\$3.20 \$1.89 (2 lbs.+)
Sweet Corn	\$0.88
Sweet Potato	\$1.13
Tangelos	\$1.92
Tangerine	\$2.49 \$.97 (5 lbs.+)
Tomato	\$1.73
Watermelon	\$0.97

FLORIDA SEASONALITY CHART

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Avocado												
Bell Pepper												
Blueberry												
Broccoli												
Cabbage												
Cantaloupe												
Carambola												
Carrot												
Cauliflower												
Celery												
Collard Green												
Cucumber												
Eggplant												
Grapefruit												
Guava												
Lettuce												
Longan												
Lychee												
Mango												
Mushroom												
Orange												
Papaya												
Passion Fruit												
Peach												
Potato												
Radish												
Snap Bean												
Spinach												
Squash												
Strawberry												
Sweet Corn												
Tangerine												
Tomato												
Watermelon												

SCHOOL DISTRICTS PARTICIPATING

Working with school districts and their produce distributors, the Division of Food, Nutrition and Wellness was able to collect data of local purchasing made by school districts and the impact those purchases have on Florida's economy.



GLOSSARY OF ECONOMIC TERMS

CONTRIBUTION (economic) represents the gross change in economic activity associated with an industry, event, or policy in an existing regional economy.

EMPLOYEE COMPENSATION is comprised of wages, salaries, commissions and benefits such as health and life insurance, retirement, and other forms of cash or non-cash compensation.

EMPLOYMENT is a measure of the number of jobs involved, including full-time, part-time and seasonal positions. It is not a measure of full-time equivalents (FTE).

FLORIDA COMMODITIES means any fresh or processed horticultural, aquacultural, viticultural, fish or seafood, dairy, poultry, apicultural or other farm or garden product from Florida.

GROSS REGIONAL PRODUCT is a measure of total economic activity in a region, or total income generated by all goods and services. It equals the total value-added by all industries in that region, and is equivalent to Gross Domestic Product for the nation.

IMPLAN is a computer-based input-output (I-O) modeling system that enables users to create regional economic models and multipliers for any region consisting of one or more counties or states in the United States. The version of the IMPLAN software used, version 3, accounts for commodity production and consumption for 536 industry sectors, 10 household income levels, taxes to local/state and federal governments, capital investment, imports and exports, transfer payments and business inventories. Regional datasets for individual counties or states are purchased separately.

IMPACT or total impact is the net change in total regional economic activity (e.g., output or employment) resulting from a change in final demand, direct industry output, or direct employment, estimated based on regional economic multipliers.

IMPORTS are purchases of goods and services originating outside the region of analysis.

INCOME is the money earned within the region from production and sales. Total income includes labor income such as wages, salaries, employee benefits, and business proprietor income, plus other property income.



LABOR INCOME is an employee's total payroll cost as paid by the employer, which includes wages and salary, all benefits and payroll taxes, as well as income earned by proprietors and self-employed professionals.

MULTIPLIERS capture the total effects, both direct and secondary, in each region, generally as a ratio of the total change in economic activity in the region relative to the direct change. Multipliers are derived from an I-O model of the regional economy. Multipliers may be expressed as ratios of sales, income, or employment, or as ratios of total income or employment changes relative to direct sales. Multipliers express the degree of interdependency between sectors in a region's economy and therefore vary considerably across regions and sectors. A sector-specific multiplier gives the total changes to the economy associated with a unit change in output or employment in a given sector (i.e., the direct or initial economic effect) being evaluated. Indirect effects multipliers represent the changes in sales, income, or employment within the region in backward-linked industries supplying goods and services to businesses (e.g., increased sales in input supply firms resulting from more nursery industry sales). Induced effects multipliers represent the increased sales within the

region from household spending of the income earned in the direct and supporting industries for housing, utilities, food, etc. An imputed multiplier is calculated as the ratio of the total impact divided by direct effect for any given measure (e.g., output, employment).

OUTPUT is the dollar value of a good or service produced or sold, and is equivalent to sales revenues plus changes in business inventories.

PROPRIETOR INCOME is income received by non-incorporated private business owners or self-employed individuals.

SECTOR is an individual industry or group of industries that produce similar products or services, or have similar production processes. Sectors are classified according to the North American Industrial Classification System (NAICS).

VALUE-ADDED is a broad measure of income, representing the sum of employee compensation, proprietor income, other property income, indirect business taxes and capital consumption (depreciation). Value-added is a commonly used measure of the contribution of an industry to the regional economy because it avoids double counting of intermediate sales.



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Florida Department of Agriculture and Consumer Services
Nicole “Nikki” Fried, Commissioner
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