

IMPROVING F.O.B. MARKET FACILITIES FOR FRESH
VEGETABLES IN BROWARD AND PALM BEACH COUNTIES

By

Kary Mathis and Bryan Wall

Staff Report 5

January 1979

Staff Papers are circulated without formal review by the Food and Resource Economics Department. Content is the sole responsibility of the author.

Food and Resource Economics Department
Institute of Food and Agricultural Sciences
University of Florida
Gainesville, Florida 32611

TABLES OF CONTENTS

	Page
LIST OF TABLES	ii
LIST OF FIGURES	iii
INTRODUCTION	1
OBJECTIVES	2
PROCEDURES	2
Vegetable Production Patterns	2
Transportation Factors	9
Market Users' Evaluation	13
Facilities used and evaluations	14
Distance traveled	15
Market location	18
Market charges and volume	18
APPENDIX	23

LIST OF TABLES

Table		Page
1	Farm characteristics and land use for Broward and Palm Beach Counties.	4
2	Average acreage harvested, six major vegetables, Broward and Palm Beach Counties.	5
3	Distances from Broward and Palm Beach County vegetable production areas to present and alternate F.O.B. market sites.	12
4	Estimated average unit miles of travel from vegetable producing areas in Broward and Palm Beach Counties to present and alternate F.O.B. market sites.	13
5	Length of time associated with Pompano market.	14
6	Facilities used at Pompano market.	15
7	Market user preferences for expanding and/or improving facilities at the Pompano market.	17
8	Preferences for shipping point market location expressed by Pompano market users.	17
9	Market user opinions on Pompano market charges.	18
10	Estimated volume of vegetables physically handled through the Pompano market by respondents.	19
11	Volume of vegetables market users would physically handle through an F.O.B. market if it were improved.	21
12	Yearly harvested acres of six vegetables, Broward and Palm Beach Counties, 1960-61 through 1976-77.	22

LIST OF FIGURES

Figure		Page
1	Snap beans and cucumbers: harvested acres, Broward and Palm Beach Counties, 1960-61 through 1976-77.	6
2	Eggplant and tomatoes: harvested acres, Broward and Palm Beach Counties, 1960-61 through 1976-77.	7
3	Peppers and squash: harvested acres, Broward and Palm Beach Counties, 1960-61 through 1976-77.	8
4	Vegetable production areas and F.O.B. market sites in Broward and Palm Beach Counties.	11
5	Mileage currently traveled to Pompano market by market users, and miles users are willing to travel.	16

IMPROVING F.O.B. MARKET FACILITIES FOR FRESH VEGETABLES IN
BROWARD AND PALM BEACH COUNTIES

Kary Mathis and Bryan Wall

INTRODUCTION

The Pompano State Farmer's Market at Pompano Beach has been a major F.O.B. market for fresh vegetables from south Florida since its construction in 1939. The market, handling 4 to 5 million packages annually, is used in one way or another by most vegetable growers in Broward and Palm Beach Counties, as well as by some producers in other counties. Over 100 buying brokers have offices at the market, as well as selling brokers, transfer operators and truck brokers.

Recently, many market users have raised questions with the Florida Department of Agriculture and Consumer Services concerning improvements needed at the Pompano market. Some growers have suggested that the present location in Broward County is no longer suitable and that the market should be moved to Palm Beach County. Many brokers and marketing personnel have suggested that the location is satisfactory but that remodeling is necessary. Growers have also noted that improvements and additions to market facilities, wherever located, are also needed.

The Florida Department of Agriculture and Consumer Services (FDACS) requested that the Florida Agricultural Market Research Center (FAMRC) conduct an economic study of the questions of needed improvements and

Kary Mathis is associate professor in food and resource economics and director, Florida Agricultural Market Research Center. Bryan Wall is assistant professor in food and resource economics and extension economist in marketing.

alternative locations. The FAMRC is a unit of the Food and Resource Economics Department of the Institute of Food and Agricultural Sciences, University of Florida. Objectives for the FAMRC portion of this study, and procedures used in reaching objectives are specified below.

OBJECTIVES

1. Determine what improvements market users feel are needed in state-owned marketing facilities in the Broward-Palm Beach County area.
2. Analyze the economic feasibility of various improvements, including alternative locations, identified under Objective 1.

PROCEDURES

Questionnaires were sent to market users to assist in identifying market facility needs, and to give users the opportunity to register their evaluations of current and needed facilities and alternative locations. Information from mail questionnaires were summarized and analyzed, to assist in identifying needed improvements. Relevant published data on vegetable production and marketing, including current status, trends, and facility usage, were collected and analyzed, to assist in identifying and analyzing facility needs and locations.

Vegetable Production Patterns

As population in the state grows and becomes more urban, it is to be expected that the number of farms and the proportion of land in farms will decrease and the average size of those farms still actively producing will increase. This has been the case in Broward County but not in Palm Beach County. Since the 1949-50 agricultural census, Broward County has experienced most of the effects of urban population growth on agriculture mentioned above. Commercial farm acreage declined from 133,982 acres to

49,920 acres by 1974, and the total number of commercial farms dropped from 305 to 192 during the same period (Table 1). This translates into an average farm size of 224 acres in 1974, a decrease of 54 percent from the 1949-50 average farm size of 493 acres. The percentage of county land in commercial farms decreased from 42.1 to 5.9 percent.

In contrast, Palm Beach County experienced growth in land in farms. In spite of population increases, commercial farm acreage increased from 373,758 acres to 503,617 acres between 1949-50 and 1974. Farm numbers followed the same trend as in Broward County, but farm size increased. The number of commercial farms in Palm Beach County declined from 527 to 382 over the same period and the average commercial farm size grew from 709 acres to 1,318 acres. The proportion of county land in farms moved from 31.6 percent to 40.0 percent during the same 24 year time span.

The Pompano State Farmers Market is a state-owned and operated shipping point market presently located in Pompano Beach, Broward County. During the fiscal year ending June 30, 1978, fresh vegetables valued at more than \$31 million moved through the market. Of this dollar volume, fully 75 percent or over \$23 million was accounted for by five fresh vegetable crops: snap beans, \$11.3 million; cucumbers, \$1.4 million; eggplant, \$2.5 million; Calwonder peppers, \$9.4 million; and zucchini squash, \$1.4 million. The balance of the dollar volume was accounted for by various vegetables such as okra, peas, tomatoes, and selected varieties of beans, peppers, and squash.

Production patterns for the five major crops sold through the Pompano facility show Broward County production increasing relative to Palm Beach County for eggplant and tomatoes (Figures 1-3 and Table 2). The three-year averages were used in Table 2 to reduce the impact of yearly fluctuations.

Table 1.--Farm characteristics and land use for Broward and Palm Beach Counties.

Commercial farm characteristics	Year									
	1949-50		1959-60		1964		1969		1974	
	Broward	Palm Beach	Broward	Palm Beach	Broward	Palm Beach	Broward	Palm Beach	Broward	Palm Beach
Acres	133,982	373,758	74,707	365,864	81,657	425,350	57,331	509,979	49,920	503,617
Number	305	527	257	454	247	403	195	442	192	382
Average size	439.3	709.2	288.7	806.0	202.5	1,055.4	294.0	1,151.4	224.0	1,318.0
Percent of county land area in farms	42.1	31.6	10.4	29.4	11.1	35.4	7.8	40.7	5.9	40.0
Acres irrigated	84,346	193,826	8,881	78,629	13,775	315,334	19,964	238,395	7,961	308,346

Source: Census of Agriculture, U.S. Bureau of the Census.

Table 2.--Average acreage harvested, six major vegetables, Broward and Palm Beach Counties.

Crop	Unit	1960-61 thru 1962-63		1967-68 thru 1969-70		1974-75 thru 1976-77	
		Broward	Palm Beach	Broward	Palm Beach	Broward	Palm Beach
Snap beans	Acres	5,833	19,708	8,860	17,777	4,766	17,796
	Percent	23	77	33	67	21	79
Cucumbers	Acres	-----	2,527	-----	1,737	-----	1,283
	Percent	-----	100	-----	100	-----	100
Eggplant	Acres	215	1,388	190	873	313	1,057
	Percent	13	87	18	82	23	77
Green peppers	Acres	408	4,345	173	3,470	120	2,367
	Percent	9	91	5	95	5	95
Squash, zucchini	Acres	677	2,357	547	1,113	270	1,317
	Percent	22	78	33	67	17	83
Tomatoes ^a	Acres	-----	-----	395	2,195	387	1,658
	Percent	-----	-----	15	85	20	80

^aData available only for years 1968-69 and 1969-70.

Source: Florida Agricultural Statistics: Vegetable Summary, Florida Crop and Livestock Reporting Service.

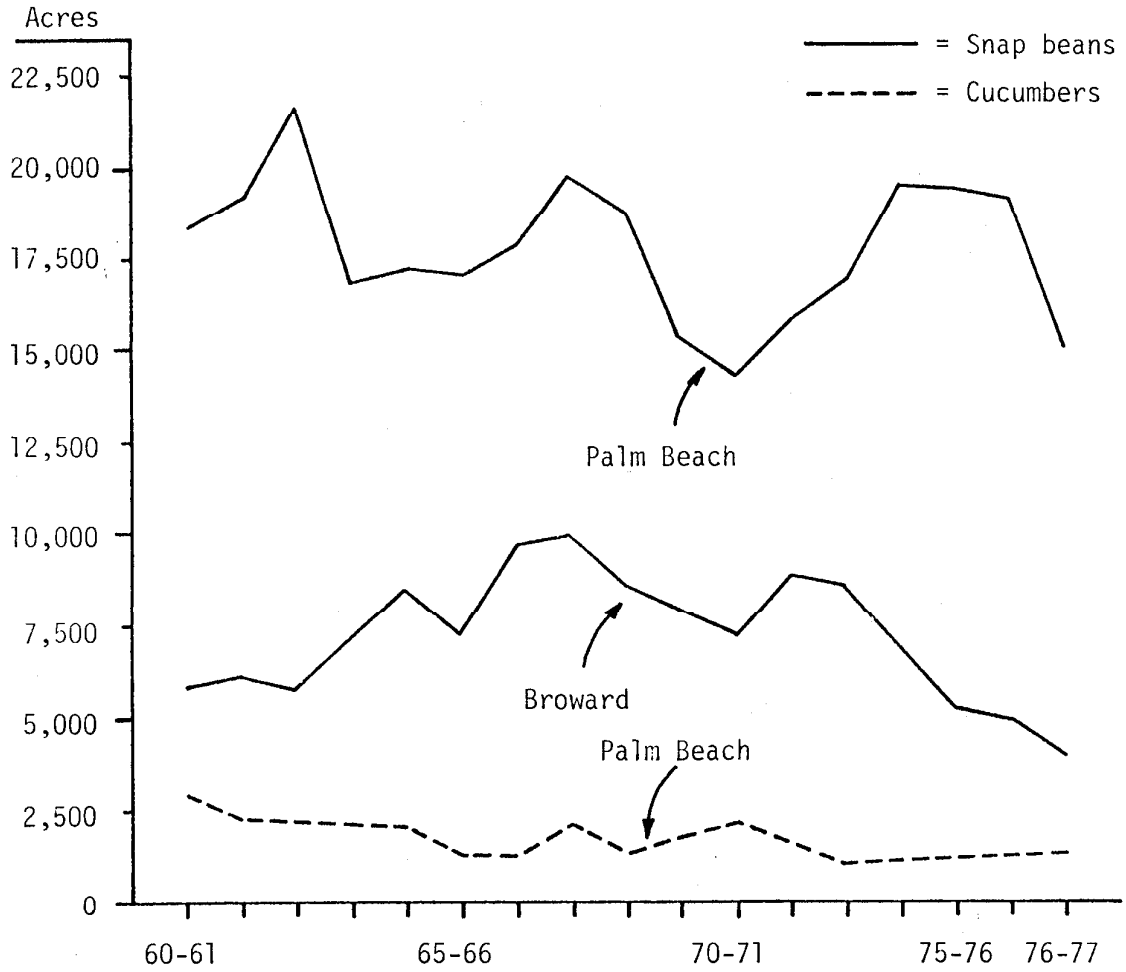


Figure 1.--Snap beans and cucumbers: harvested acres, Broward and Palm Beach Counties, 1960-61 through 1976-77.

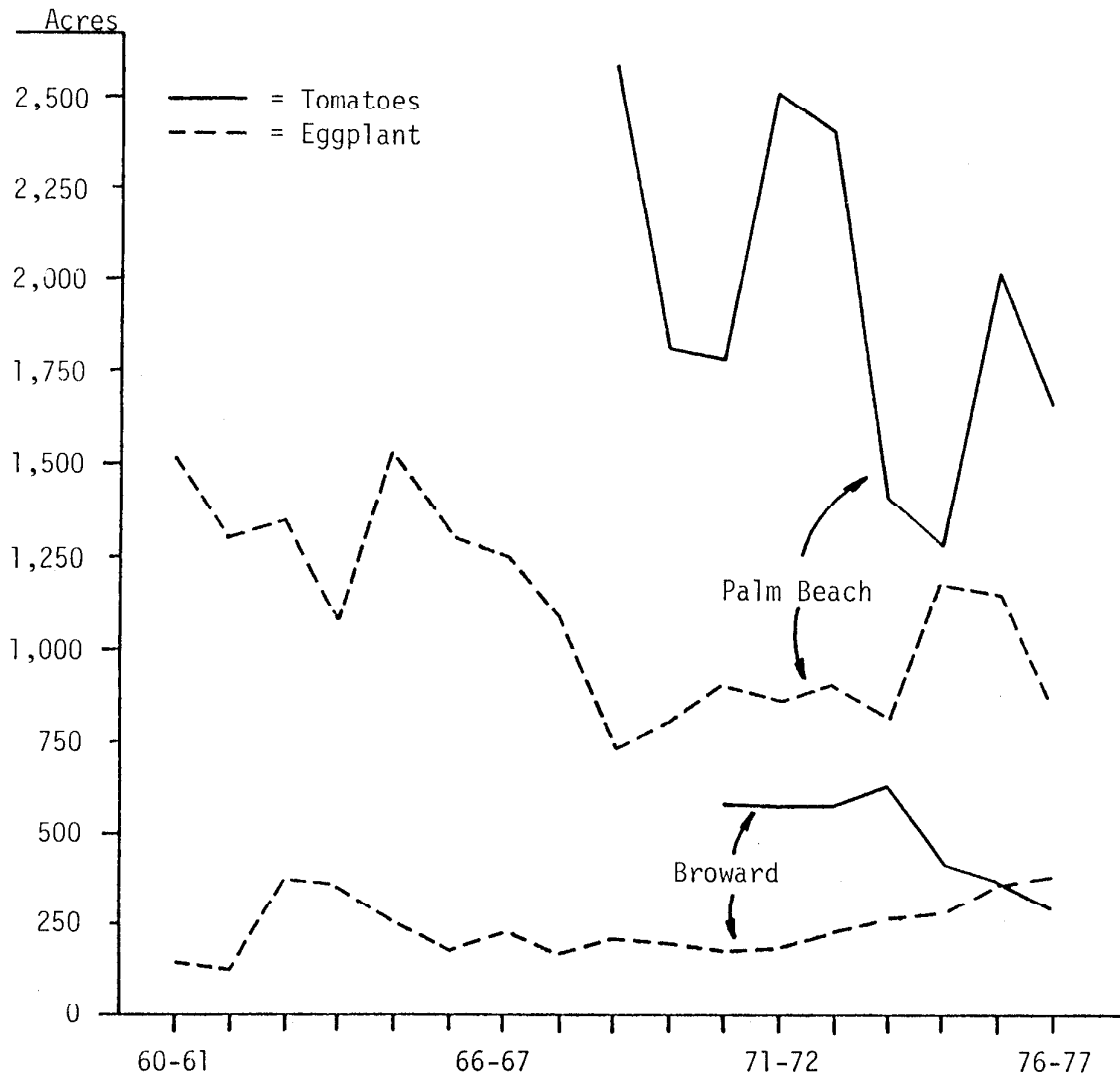


Figure 2.--Eggplant and tomatoes: harvested acres, Broward and Palm Beach Counties, 1960-61 through 1976-77.



Figure 3.--Peppers and squash: harvested acres, Broward and Palm Beach Counties, 1961-61 through 1976-77.

By individual crops, the relative share of snap bean production for Broward County has fallen from 23 to 21 percent; in eggplant, Broward County now produces 23 percent, up from 13 percent; for green peppers, Broward's share has fallen from 9 to 5 percent; for squash, Broward's share has gone from 22 to 17 percent; and for tomatoes, Broward's market share has increased from 15 to 20 percent for Broward County.

While this may appear contradictory to the census data presented initially, it must be remembered that Palm Beach County encompasses the muck producing areas south and southeast of Lake Okeechobee. This area has experienced an increase in intensive agricultural production but the majority of the crops grown in this area are not marketed through a state owned facility similar to the Pompano market.

When one considers only those crops marketed through the Pompano State Farmers Market, Broward County has about the same production share today as it did in the early 1960's. This conclusion is somewhat clouded by the fact that production of snap beans and zucchini squash has reached a peak and then fallen over the 16 year span covered here. Whether this trend will continue or whether it will again increase is a matter of speculation. To offset this decline, however, is a steady increase in eggplant acreage in Broward County from 13 to 18 to 23 percent of the total planted acreage of the two county area and an increase in tomato acreage. Palm Beach County has also experienced a decline in cucumber acreage of approximately 49 percent during the same time span.

Transportation Factors

Factors affecting transportation for harvested products handled in the Pompano market were estimated, for distances between production areas and market locations in each of the two counties. Major producing areas

for the six major vegetables (Table 2) in each county were identified and distances from these areas calculated to the present market site and to an alternative site in Palm Beach County. Five production areas were identified in each county (Figure 4). The average distance from each of the five areas in Broward County to the present market location in Pompano Beach was 5.27 miles, while average distance to the Palm Beach County location was 12.32 miles (Table 3). Total distance from all five Broward County production areas was 26.34 miles to the present market and 61.58 miles to the Palm Beach County alternate.

Thus, with 1,050,756 total units sold of the six major vegetables from Broward County,¹ average unit miles to the present site were 5,537,484 and to the Palm Beach County location, 12,945,313 (Table 4). Unit miles from Palm Beach County production areas for the six vegetables¹ were calculated the same way, giving 48,827,814 unit miles to the present site and 31,588,169 to the Palm Beach County site. The unit miles concept permits weighting the relative quantities between the two counties in estimating relative costs.

The total distance from all 10 production areas in both counties is greater to a Palm Beach County market site than to the present location, 91 miles compared with almost 72 miles (Table 3). However, because of the larger volume in Palm Beach County, unit miles are about 18 percent less to the Palm Beach site than to the present site in Pompano Beach (Table 4).

¹Three-year average production, calculated from Florida Agricultural Statistics: Vegetable Summary, Florida Crop and Livestock Reporting Service.

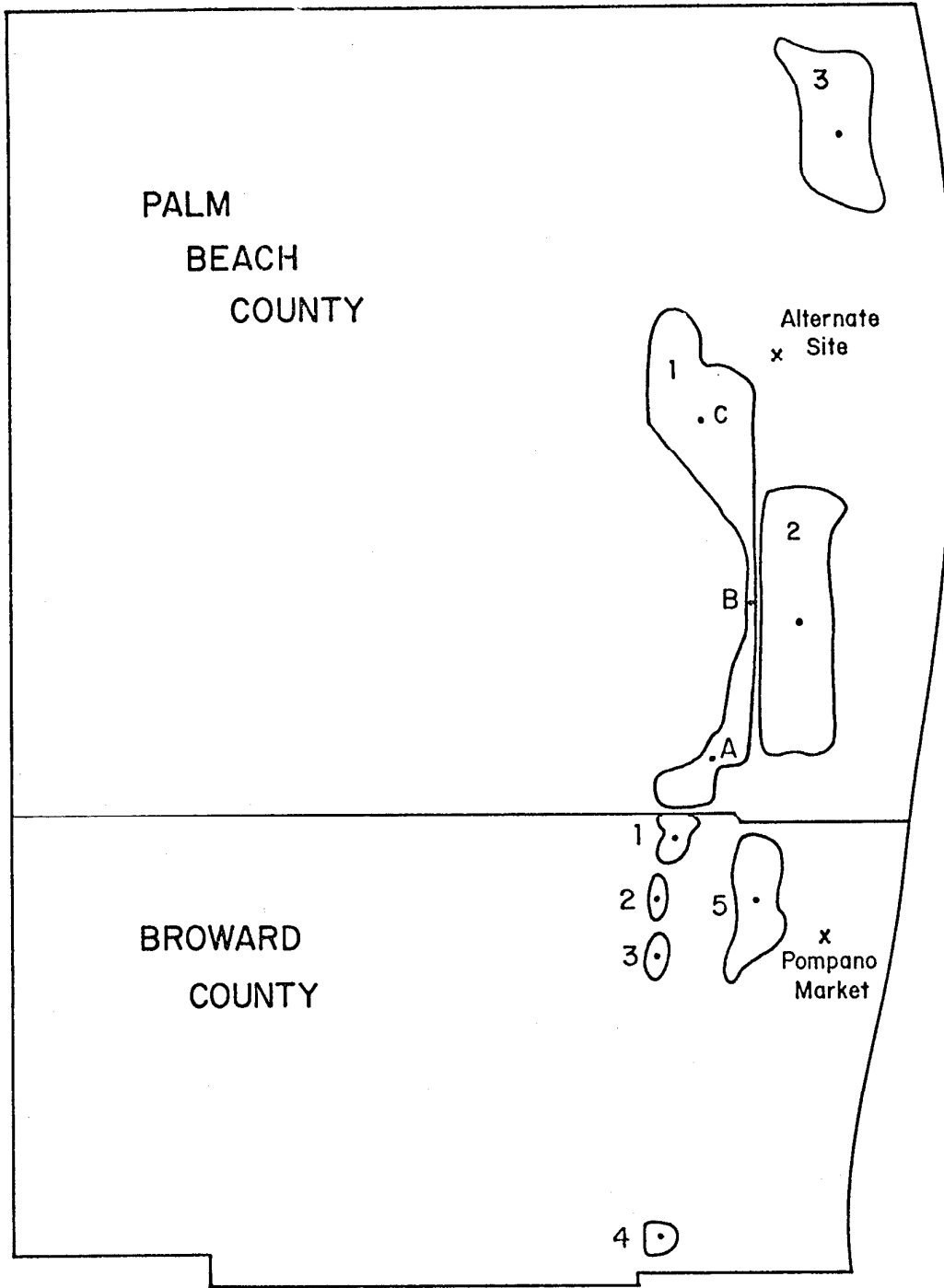


Figure 4. Vegetable production areas and F.O.B. market sites in Broward and Palm Beach Counties.

Table 3.--Distances from Broward and Palm Beach County vegetable production areas to present and alternate F.O.B. market sites.

County and production area ^a	Market site	
	Pompano market	Palm Beach County ^b
-----Miles-----		
Broward		
Area 1	A	4.50
	B	10.25
	C	4.42
		11.50
	2	5.67
		12.33
	3	8.92
		17.83
		2.83
		9.67
Total		26.34
Average		61.58
		5.27
		12.32
Palm Beach		
Area 1	A	4.75
	B	10.33
	C	6.75
		5.08
	2	11.75
		2.50
	3	7.17
		6.00
		15.67
		5.58
Total		45.59
Average		29.49
		9.12
		5.90
Total		71.93
		91.07

^aSee Figure 4.

^bPossible alternate site located at northeast corner of intersection of Florida 7 and Florida 80.

Table 4.-- Estimated average unit miles of travel from vegetable producing areas in Broward and Palm Beach Counties to present and alternate F.O.B. market sites.

Production area	Total units sold	Average distance to market sites		Unit miles	
		Present	Alternate	Present	Alternate
-----Miles-----					
Broward	1,050,756	5.27	12.32	5,537,484	12,945,313
Palm Beach	5,353,927	9.12	5.90	48,827,814	31,588,160
Total				54,365,298	44,533,482

Actual dollar costs were not calculated, since costs per unit differ among the vegetables and the volume of product of each type from each production area is not known. Hauling costs per unit for the 1976-77 season for each product were²: beans 16.3¢; cucumbers 14.9¢; eggplant 14.7¢; peppers 15.6¢; squash 17.6¢; and tomatoes 16.6¢.

Market Users' Evaluations

Questionnaires (see Appendix) were sent to 75 growers, 31 in Broward county and 44 in Palm Beach County, and distributed to 144 market personnel by the market manager. Lists of growers were provided by county extension personnel in each of the two counties. Of the 75 growers, 17 or 23 percent returned completed questionnaires. Thirty-one percent, or 46

²D. L. Brooke, Costs and Returns from Vegetables Crops in Florida, Season 1976-77 with Comparisons, Ec. Inf. Rep. 85, Food and Resource Economics Department, University of Florida, March 1978.

market personnel returned questionnaires. Twenty-two were selling brokers, 23 buying brokers, six transfer operators, five truck brokers, four owned packing houses, and one each listed the following: grower, trucking company, vegetable research, and chain store buyer.

One of the growers owned a packing house in addition to farming. Nearly all respondents from both groups had been associated with the Pompano market more than 15 years (Table 5).

Table 5.--Length of time associated with Pompano market.

Years	Growers		Market personnel	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
1	0	0	0	0
2-5	2	12	0	0
6-10	1	6	1	2
11-15	1	6	5	11
Over 15	13	76	40	87
Total	17	100	46	100

Facilities Used and Evaluation

Nearly all growers used the handling platform, but very few of the other facilities. Market personnel used all the facilities with 30 or more using the platform, office space and restaurant (Table 6).

When asked what facilities they would like to see expanded and/or improved, growers wanted both a longer and better platform, more cooler space and road access to Atlantic Ave. (Table 7). One grower suggested that a concrete floor was needed for the platform.

Table 6.--Facilities used at Pompano market.

Facility	Growers		Market personnel	
	Number	Percent	Number	Percent
Handling platform	13	76	40	87
Cooler	1	6	15	33
Office space	0	0	30	65
Restaurant	2	12	32	70
Stalls	0	0	1	2

Market personnel stressed about the same needs for expanding, and a sizeable number felt improvements were needed in the platform, paved area, road access, general lavatories, security, the restaurant and lighting. Only the platform received the notice of more than two growers (Table 7).

Distance Traveled

The growers responding to the survey currently travel from five to 50 miles to the market, with an average of 20 miles. They would be willing to drive from five to 100 miles to the market with the average distance 24 miles (Figure 5).

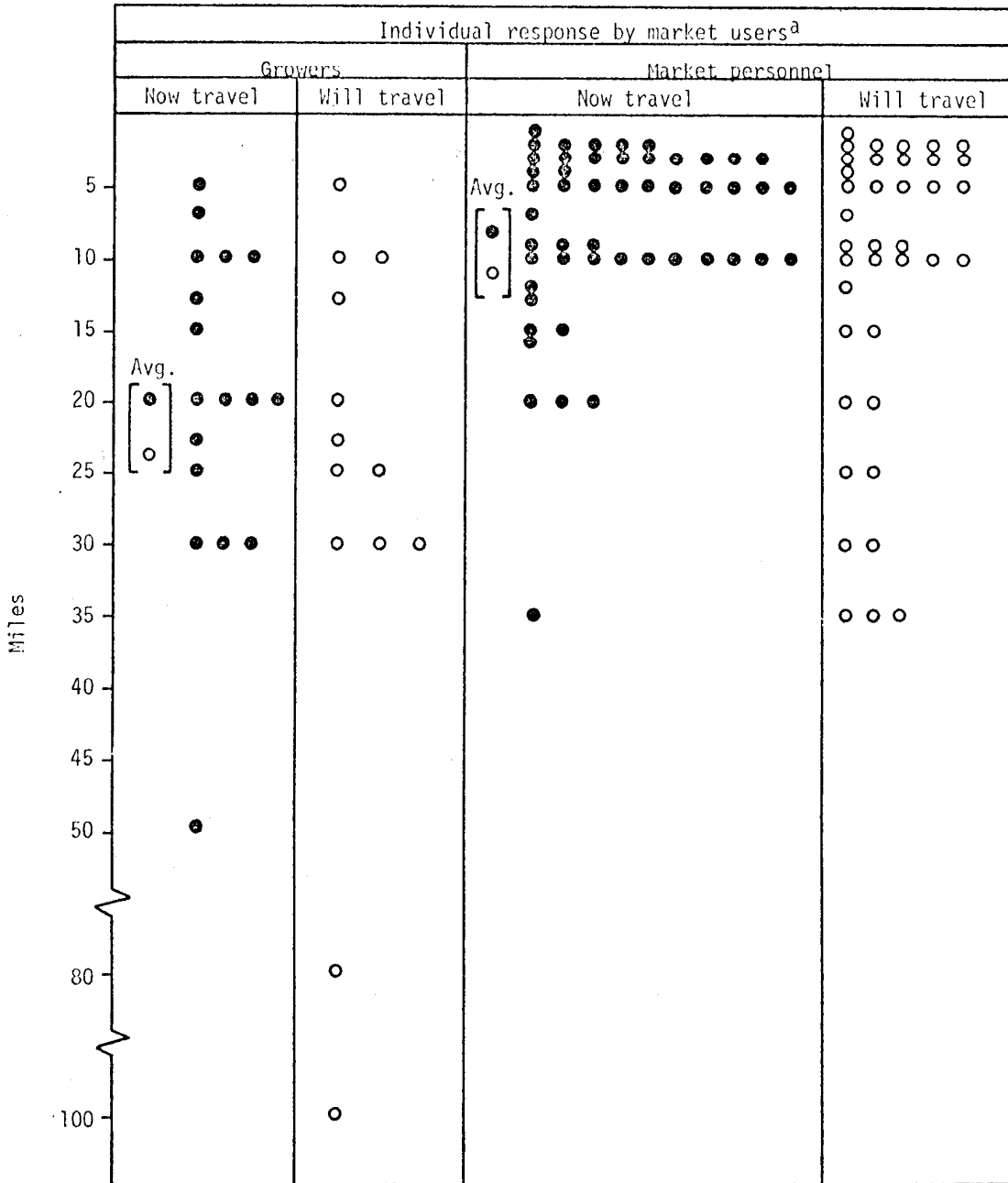


Figure 5.--Mileage currently traveled to Pompano market by market users, and miles users are willing to travel.

^a Each symbol represents one market user.

Table 7.--Market user preferences for expanding and/or improving facilities at the Pompano market.

Facility	Expanded		Improved		Both	
	Grower	Market personnel	Grower	Market personnel	Grower	Market Personnel
	-----Number-----					
Platform	2	2	2	24	4	2
Cooler space	5	4	-	4	1	-
Paved area	3	1	-	17	1	6
Offices	1	3	1	9	-	2
Road access to Atlantic Ave.	6	4	-	13	2	20
Truck scales	1	3	1	5	1	6
Lavatory facilities, general use	1	2	-	12	1	20
Lavatory facilities, truck operators	1	2	-	8	1	18
Security	2	2	1	14	1	18
Restaurant	2	2	-	14	1	12
Lighting	1	-	-	3	-	8
Others:						
Parking, auto	-	2	-	--	-	-

Table 8.--Preferences for shipping point market location expressed by Pompano market users.

Location	Growers		Market personnel	
	Number	Percent	Number	Percent
Present	11	65	41	89
Other, Broward County	0	0	0	0
Palm Beach County	5	29	5	11
No response	1	6	0	0
Total	17	100	46	100

Market Location

Market users were asked to express their preferences for market location, if facilities were improved as they suggested. Eleven or 65 percent of the growers and 41 or 89 percent of the market personnel preferred the present site, while five of each group preferred the market to be located in Palm Beach County (Table 8).

Market Charges and Volume

Nearly all market users completing the questionnaires felt current charges were about right (Table 9). Only two of each group thought charges were too low, and seven market personnel thought charges were too high.

Table 9.-- Market user opinions on Pompano market charges.

Opinion	Grower		Market personnel	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Too low	2	12	2	4
Too high	0	0	7	15
About right	11	65	33	72
No response	4	24	4	9
Total	17	100	46	100

Market users were asked to indicate the products they handle and then to note what percentage of their total volume of each product was physically handled through the Pompano market. Eleven of the 17 growers

and 12 of the 46 market personnel completed this section of the questionnaire.

The growers responding reported largest volumes of snap beans, bell peppers and eggplant handled through the market, of the 15 products listed.

Table 10.--Estimated volume of vegetables physically handled through the Pompano market by respondents.

Product	Volume	
	Growers	Market personnel
		<u>Packages</u>
Beans		
bush	752,500	919,941
pole	-----	7,438
Squash		
acorn	-----	55,750
butternut	-----	8,243
yellow	14,328	144,775
zucchini	13,015	478,750
Peppers		
bell	391,125	720,643
Cuban	2,275	127,563
hot	46,156	16,713
jalapeño	4,813	5,688
Tomatoes		
cherry	-----	5,250
other	51,000	4,875
Eggplant	138,813	51,375
Cucumbers	54,688	51,500
Corn	-----	500

Market personnel reported large volumes of snap beans, yellow and zucchini squash and bell and Cuban peppers (Table 10).

Grower responses were about the same as the relative share of total volume moving through the market reported by FDACS. Even though only 12 market personnel reported physical volume, the distribution among products is representative of the total volume handled.

Those receiving questionnaires were also asked to indicate the volume of each product they would physically handle through an F.O.B. market if improvements they had preferred were made. Growers reported that they would move larger volumes of all products except cucumbers through the market if it were improved, compared with volumes they reported now handling through physical facilities at the market (Table 11). Market personnel said they would move larger volumes than currently of acorn and butternut squash and eggplant.

These volume figures can be used only as indications of market users' attitudes. The eleven growers completing the volume portions of the questionnaire would appear willing to unload more of the products listed at an F.O.B. market than they now do. The twelve market personnel would apparently move less of most of the products, in several cases far less, than are now physically handled through market facilities.

However, neither of these conclusions should be regarded as anything more than indications of possible volumes. The relatively small numbers of each group of market users responding to the survey, and the relatively small number of market personnel completing the volume sections prevents any stronger statement. Also, volumes of a given product reported by each group cannot be added, since one or more brokers will handle each grower's product.

Table 11--Volume of vegetables market users would physically handle through an F.O.B. market if it were improved.

Product	Growers	Market personnel
		<u>Packages</u>
Beans		
bush	1,110,000	401,000
pole	-----	1,000
Squash		
acorn	-----	101,000
butternut	-----	11,000
yellow	21,500	112,000
zucchini	31,000	451,000
Peppers		
bell	775,000	301,020
Cuban	20,000	101,000
hot	46,750	6,000
jalapeño	-----	1,000
Tomatoes		
cherry	-----	1,000
other	1,000,000	1,000
Eggplant	200,000	310,000
Cucumbers	20,000	-----

Table 12 -- Yearly harvested acres of six vegetables, Broward and Palm Beach Counties, 1960-61 through 1976-77.

Crop year	Snapbeans		Cucumbers		Eggplant		Peppers		Squash		Tomatoes	
	B. ^a	P.B. ^a	B.	P.B.	B.	P.B.	B.	P.B.	B.	P.B.	B.	P.B.
1960-61	5800	18425	---	3000	150	1515	375	5350	850	2075	---	---
1961-62	6100	19200	---	2310	120	1300	250	3450	575	2275	---	---
1962-63	5750	21500	---	2270	375	1350	600	4235	605	2720	---	---
1963-64	7150	16800	---	2110	350	1070	530	5550	570	2480	---	---
1964-65	8500	17200	---	2010	260	1510	670	6310	530	2600	---	---
1965-66	7300	17020	---	1040	190	1300	400	6500	510	2020	---	---
1966-67	9600	17800	---	1030	220	1250	290	6240	510	1410	---	---
1967-68	9980	19550	---	2100	160	1090	150	5320	560	1570	---	---
1968-69	8600	18600	---	1310	210	730	200	4820	540	920	395	2580
1969-70	8000	15180	---	1800	200	800	170	3030	540	850	---	1810
1970-71	7350	14250	---	2120	170	900	70	4270	500	1200	580	1780
1971-72	8950	15850	---	1550	190	850	110	3110	370	1250	570	2510
1972-73	8520	16970	---	1020	240	900	100	2370	290	1420	570	2400
1973-74	6900	19340	---	1070	260	820	100	2200	240	1350	635	1410
1974-75	5300	19290	---	1150	280	1170	110	2450	250	1250	415	1285
1975-76	5000	19100	---	1350	360	1150	150	2100	260	1300	360	2020
1976-77	4000	15000	---	1350	300	850	100	2550	300	1400	385	1670

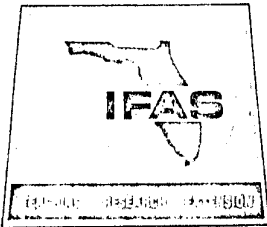
-----Acres-----

Source: Florida Agricultural Statistics: Vegetable Summary, Florida Crop and Livestock Reporting Service.

^aB.---Broward County

P.B.--Palm Beach County

Appendix



FLORIDA COOPERATIVE EXTENSION SERVICE
UNIVERSITY OF FLORIDA
INSTITUTE OF FOOD AND AGRICULTURAL SCIENCES

COOPERATIVE EXTENSION SERVICE
SCHOOL OF FOREST RESOURCES AND CONSERVATION

AGRICULTURAL EXPERIMENT STATIONS
COLLEGE OF AGRICULTURE

REPLY TO: University of Florida
1091 McCarty Hall
Gainesville, FL 32611

TO ALL USERS OF THE POMPANO STATE FARMERS MARKET:

Are Pompano market facilities adequate? Is the Farmers Market in the best location for you? The Florida Department of Agriculture and Consumer Services has asked us to determine how users evaluate the suitability and location of market facilities.

Your opinions are important to us. Please complete the part of the form that pertains to you and return it to us today -- it will only take a few minutes. Your answers will help show how market facilities can be improved. We are not promoting any side of present discussions, but are only asking for your views and opinions.

Your prompt attention is appreciated.

Sincerely,

Bryan Wall

Bryan Wall, Extension Economist
Vegetable Marketing

Kary Mathis

Kary Mathis, Director
Florida Agricultural Market
Research Center

1. What is your commercial interest in the Pompano Market? Please check all that apply.

- Vegetable grower
- Selling broker
- Buying broker
- Truck broker
- Transfer operator

- Packinghouse owner
- Other - please list
- _____
- _____

2. How many years have you been associated with the Pompano market?

- One
- Two-five
- Five-ten

- Ten - fifteen
- More than fifteen

(Over)

3. What facilities do you presently use at the market?

<input type="checkbox"/> Handling platform	<input type="checkbox"/> Other - please list
<input type="checkbox"/> Cooler	_____
<input type="checkbox"/> Office space	_____
<input type="checkbox"/> Restaurant	_____

4. Of the following, which would you like to see expanded and/or improved?

	<u>Expanded</u>	<u>Improved</u>	<u>Both</u>
Platform	_____	_____	_____
Cooler space	_____	_____	_____
Paved area	_____	_____	_____
Offices	_____	_____	_____
Road access to Atlantic Ave.	_____	_____	_____
Truck scales	_____	_____	_____
Lavatory facilities, general use	_____	_____	_____
Lavatory facilities, truck operators	_____	_____	_____
Security	_____	_____	_____
Restaurant	_____	_____	_____
Lighting	_____	_____	_____
Others - please list:			
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

5. How far do you presently travel to the market? _____ Miles

6. How far would you be willing to travel to continue to do business with the market? _____ Miles

7. If the market were improved to your preference, where would you prefer it to be located?

Present site, Pompano Beach
 Another site, Broward County
 Palm Beach County

8. Do you consider the user charges for present market facilities (check one):

Too low Too high About right

9. If you were given the opportunity to correct, expand, improve, or recondition any aspect of the market, what items would you consider to be most important?

10. Please check the products you produce or handle in Part I, and indicate the total quantity of each handled during the 1977-78 season.

Of the quantity you indicate in Part II, what percentage is physically handled through the Pompano market?

<u>Product</u>	<u>PART I</u>	<u>PART II</u>				
	<u>Units</u>	<u>Percentage</u>				
		0-10	10-25	25-50	50-75	75-over
<u>Beans</u>						
_____ bush	_____	_____	_____	_____	_____	_____
_____ pole	_____	_____	_____	_____	_____	_____
<u>Squash</u>						
_____ acorn	_____	_____	_____	_____	_____	_____
_____ butternut	_____	_____	_____	_____	_____	_____
_____ yellow	_____	_____	_____	_____	_____	_____
_____ zucchini	_____	_____	_____	_____	_____	_____
<u>Peppers</u>						
_____ bell	_____	_____	_____	_____	_____	_____
_____ Cuban	_____	_____	_____	_____	_____	_____
_____ hot	_____	_____	_____	_____	_____	_____
_____ jalapenos	_____	_____	_____	_____	_____	_____
<u>Tomatoes</u>						
_____ cherry	_____	_____	_____	_____	_____	_____
_____ other	_____	_____	_____	_____	_____	_____
<u>Others (please list)</u>						
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

(Over)

11. If the market were improved and located to your preference, as you noted earlier, how much produce would you physically handle through the State Farmer's Market?

<u>Product</u>	<u>Units</u>	<u>Product</u>	<u>Units</u>
<u>Beans</u>		<u>Peppers</u>	
_____ bush	_____	_____ bell	_____
_____ pole	_____	_____ Cuban	_____
		_____ hot	_____
		_____ jalapenos	_____
<u>Squash</u>		<u>Tomatoes</u>	
_____ acorn	_____	_____ cherry	_____
_____ butternut	_____	_____ other	_____
_____ white	_____		
_____ yellow	_____		
_____ zucchini	_____		
<u>Other (please list)</u>			
_____	_____		
_____	_____		
_____	_____		

12. Please note any comments or suggestions you may have in the space below.

Please return in the enclosed envelope. No postage necessary. Thank you for your help.

