

2003 JOINT TOMATO CONFERENCE



THE RITZ-CARLTON HOTEL, NAPLES • SEPTEMBER 2-7, 2003



Gary Smigiel,
Chairman
Florida Tomato
Committee
2002-2003

LETTER FROM THE CHAIRMAN

The 2002-2003 season occurred with our nation still at war with terrorism and a sluggish economy. Florida tomato growers dealt with some poor weather conditions resulting reduced yields. The average price received for Florida tomatoes increased significantly over last season as did the high and low price variation. Although at higher prices for much of the season, American consumers were provided with a steady supply of high quality tomatoes with periodic shortages made up through imports.

Retail promotion remained the central focus of our domestic marketing program. Export marketing continued in joint participation with the California Tomato Commission. By utilizing USDA Market Access and Promotion (MAP) funds, the awareness and demand for "USA TOMATOES" has remained strong in Canada.

As I close my second year as Chairman of the Florida Tomato Committee, I want to thank everyone in the industry for their support of the Marketing Order. The Order continues to achieve its stated goal of creating orderly markets out of chaos. In these tumultuous times, I can only imagine how volatile our markets would be without the Order. It has been an honor to serve as your Chairman for the past two seasons, and I look forward to maintaining cordial contact with you all.



INTRODUCTION

The Annual Report is intended to provide an understandable summary of the Committee's activities and an overview of the Florida fresh tomato industry's 2002-03 marketing season. Facts on the following pages will document a productive season with relatively stable markets throughout the harvesting period.

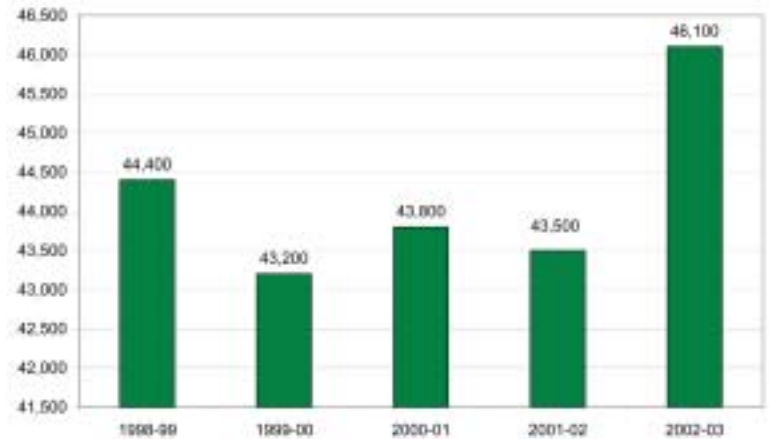
The season started with the same regulations that were in effect at the end of the 2001-2002 season except, for the weight exemption for producer field-packed tomatoes, which was eliminated. This required field packed tomatoes to meet the same weight standards required in packinghouses. Total shipments for the 2002-2003 season were 50,974,342 25-lb. Equivalents. This represents 3,672,119 25-lb. equivalents less than the 54,646,461 25-lb. equivalents shipped for the 2001-2002 season.

Mexican tomato imports were ahead of last season's numbers though their effect on the market remained about the same due to a shorter domestic supply. Canadian greenhouse tomato imports maintained their strong showing in many domestic retail markets while overproduction appears to have hurt greenhouse prices during several periods throughout the season.

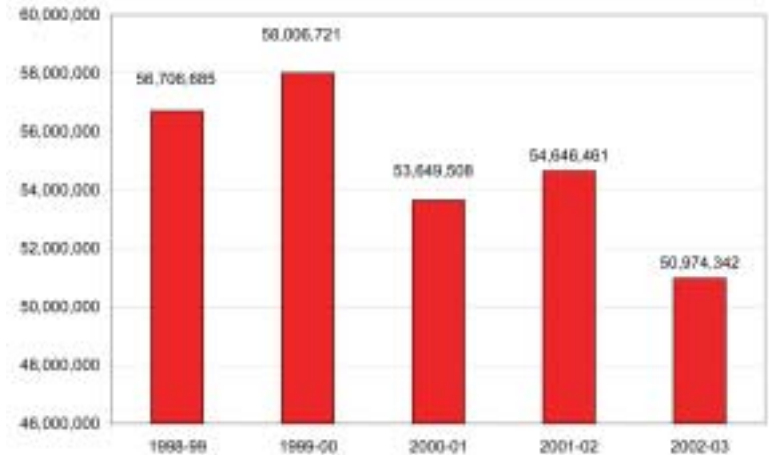
Economically, the season appears to have been a good one despite more volatility on prices. Average weekly prices fluctuated from a high of \$15.95 to a low of \$4.46, which is an increase over the previous season's fluctuations that showed a weekly average high price of \$12.90 and a low of \$4.86. The week ending May 18, 2003, was the only week this season that had a weekly average price of less than \$5.00 per 25-lb. equivalent. The 2001-2002 season also only had one week with an average price below \$5.00 per 25-lb. equivalent that being the week ending December 9, 2001. High average weekly prices of over \$10.00 increased to 18 weeks for the 2002-03 season as compared to five weeks in the 2001-2002 season. The average price for 2002-03 season was \$9.59, up from \$7.82 for the 2001-02 season. The total cash value of the crop was \$488,833,122 compared to \$427,531,060.50 last season (2001-02) and \$491,259,430 the season before last (2000-01).



Five Year Average Report All of Florida
(SOURCE: USDA NATIONAL AGRICULTURAL STATISTIC SERVICE)



Five Year Shipments Report



CROP SUMMARY

Districts two, three and four began planting in August for the fall crop. Frequent scattered showers during August interrupted the laying of some plastic and other field preparations. Picking began in the Quincy area by the end of September. Rain and wind from several tropical storms hindered some field activities in September. Dry weather prevailed in October allowing harvesting to begin the second week of October for District Four and the third week of October for Districts Two and Three. Weekly average prices ranged between \$6.28 and \$10.54 for the month of October.

Cooler weather arrived as October ended and November began. Several cold fronts during the first two weeks of November brought heavy rains to the panhandle and scattered light to medium rain in the central and southwestern peninsula. Rain delayed some fieldwork in nearly all areas. Clear skies and colder weather dominated the last half of November allowing fieldwork to proceed at a normal pace. District one began harvesting mid-November. Weekly average prices ranged between \$8.05 and \$12.41 for the month of November.

Clear skies and colder weather continued for the first week of December. Widespread showers arrived the second week dropping one inch to nine inches of rain in various growing areas. The frequent rainfall interrupted farming operations and lowered the quality of some crops. The third week of December saw dryer conditions with much colder temperatures. Rain returned to north and central Florida the fourth week of December. Some northern Florida

localities experienced frosts and freezing temperatures these last two weeks of December. Weekly average prices ranged between \$12.58 and \$13.14 for the month of December.

January began with rain continuing in north and central Florida while the southeast coast and extreme southern peninsula remained dry. Dryer conditions and colder temperatures prevailed in the second week of January. Some panhandle and northern peninsula areas reported hard freezes while frosts occurred in many central and a few southern peninsula localities. The last half of January saw repeated freezing temperatures and frosts dip down the peninsula as far south as the Everglades. Future yield prospects were lowered due to these conditions. Weekly average prices ranged between \$12.15 and \$14.32 for the month of January.

Slightly warmer temperatures and mostly dry weather over the production areas aided growth development during the first two weeks of February. During the third week of February significant rain fell in most areas except for Dade County and the Immokalee area where mostly dry conditions prevailed. The fourth week saw dry weather give way to sporadic and sometimes heavy showers over much of the state interrupting some farming operations. Weekly average prices ranged between \$6.72 and \$10.07 for the month of February.

All of March saw mostly warmer temperatures with frequent and scattered showers occurring throughout the State, except in the Palmetto-Ruskin, Immokalee and Homestead areas where mostly drier conditions prevailed. Weekly average prices ranged between \$9.09 and \$15.95 for the month of March.

April's first week saw a cold front enter the state causing temperatures to plummet to record lows in many areas. Some plants were singed by frost in the Quincy area. Harvesting was slowing in Dade County and gaining momentum in the Palmetto-Ruskin and other central Peninsula localities in early April. Warmer and dryer weather prevailed during the middle two weeks of April with scattered rains returning during the last week of the month. Weekly average prices ranged between \$6.50 and \$8.49 for the month of April.

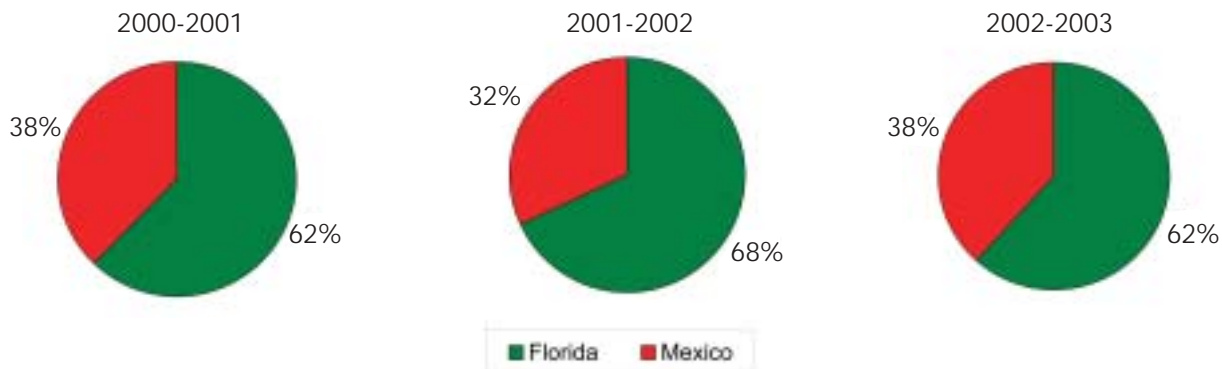
Hot, dry weather dominated the month of May with some relief occurring in the latter part of the month when scattered afternoon rains brought relief to some coastal and inland areas. Weekly average prices ranged between \$4.46 and \$7.41 for the month of May.

Daily showers brought welcome relief to the dry conditions, though the scattered nature of the rains left some areas lacking in moisture. Rains slowed some field work as harvesting was coming to a close in the regulated areas. Weekly average prices ranged between \$9.93 and \$10.08 for the first two weeks of June.

The total shipments for all four districts were 50,974,342 25-lb. equivalents shipped over a 36-week period. Twenty-five of these weeks had shipments exceeding one million packages with five of those weeks showing more than two million and two weeks over three million. The total shipments were down 3,672,119 25-lb. equivalents from the previous season. The total value of the crop was about 488.8 million, compared to \$427.5 million the previous season. The average price was \$9.59 per 25-lb. equivalent for the entire season compared to \$7.82 for 2000-2001.

TOMATO IMPORTS SUMMARY

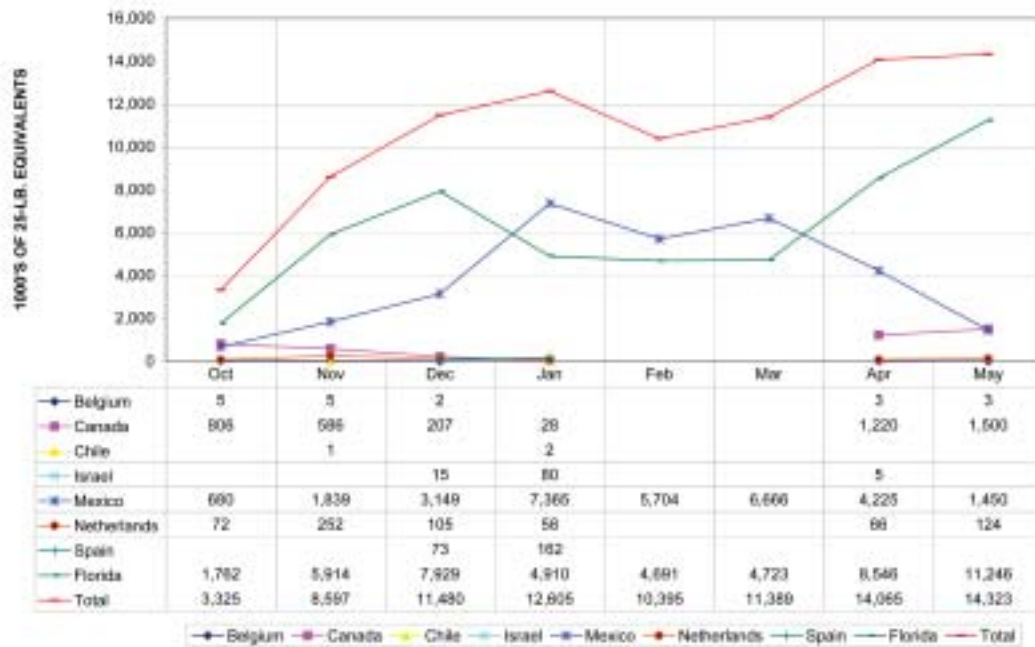
The Mexican import figures for the season were down from last year's shipments. Mexico had its largest shipments during the months of January, February, and March, shipping approximately 7.4, 5.7 and 6.7 million 25-lb. equivalents respectively during those months. According to the Tomato Fax Report, fresh tomato crossings from Mexico during the 2002-2003 season were 31,710,000 25-lb. equivalent cartons. This is 5,996,000 25-lb. equivalent cartons more than the 25,714,000 25-lb. equivalent cartons shipped during the 2001-2002 season and 981,000 25-lb. equivalent cartons fewer than the 32,691,000 25-lb. equivalent cartons shipped during the 2000-2001 season. Mexican shipments during Florida's season were up approximately 23.5% over the previous season and down 2.9% from the 2000-2001 season. During the same period, Florida shipments were down about 6.7% from the 2001-2002 season and down 5.0% from the 1999-2000 season.



This is the first complete season that data on all countries of origin of imported tomatoes was available. The greenhouse tomato import category continues to be on the rise. Many domestic retail markets continue to favor this product over field grown tomatoes. The line graph below shows monthly imports from all importing nations as compared to monthly shipments from Florida. Note: June figures were not available at the time of this publication.



U.S. IMPORTS, FLORIDA SHIPMENTS AND COMBINED TOTAL



EDUCATION AND PROMOTION SUMMARY

The Committee engages marketing programs that focus on maximizing Florida tomato movement, including consumer and marketing research and customized retail programs such as developmental sales workshops and technical and quality assistance for foodservice and retail partners. In addition, the Committee has public relations programs in place to further support its efforts at retail and foodservice, while also focusing on one of its most important audiences – the end consumer. Just a few of these support activities include advertising in trade publications, a student-chef contest, participation in numerous industry-related meetings and events and successful placement of hundreds of health and food-related news stories in newspapers and magazines throughout the country.

Under the Federal Marketing Order, Florida tomatoes are the most carefully grown, carefully inspected and carefully regulated tomatoes in the world. It is no wonder Florida tomatoes have the taste and texture Americans love. This fact was only recently underscored in the August 2003 issue of *Healthy Cooking* magazine: “in recent taste tests comparing Florida tomatoes with [competing tomato products], two out of three participants expressed a strong preference for the Florida samples. Sixty percent of those who chose the Florida varieties cited overall flavor as the reason for their choice. Others singled out ‘sweetness,’ ‘texture’ and ‘juiciness’ as the qualities that won them over.”

Retail

The defining theme of the Committee’s marketing programs for 2002-2003 is health and versatility. For today’s shopper, the Committee’s message is that as long as there are Florida tomatoes in the kitchen, there exists a boundless array of menu solutions – most of which are quick, convenient and healthy.

The Florida Tomato Committee (FTC) successfully signed retail promotional programs into new territories both on a geographic and partnership basis. In addition to expanding the joint retail display contest with assistance from the Florida Department of Agriculture and Consumer Services (FDACS) beyond the territories of its four-strong Florida retail partnerships, the FTC has worked to engage customized programs that made way for new partnerships with an additional eight chains in the Eastern US including AL, FL, GA, SC, NC, TN, LA, MS, AR, MD, OH and PA. These programs included a Florida tomato

“Florida Tomatoes ... The Tasty, Healthy, Homegrown Choice,” and “Enjoy One Today for a Healthier Tomorrow” are key messages of taste, health, and USA-FL-grown that shoppers responded to on the produce floor when visiting supermarket produce departments throughout the East, specifically Southeast US.



display contest, sales workshops, sales contest, in-store testing and various educational-based activities.

The Committee is grateful to its retail partners for their support of the Florida tomato industry.

For 2002, USDA's Economic Research Service reported an increase in per capita tomato consumption of 5 percent to a record-high 18.3 pounds per capita. Further, this consumption figure was projected at 18.6 pounds per person for 2003.



Retailers are taking notice of Florida tomatoes' versatility and are increasingly cross-promoting product for an overall better bottom line.

including gathering category and volume data in order to assess opportunities within the tomato category for the benefit of the Florida tomato industry. Over the past season, the Committee engaged research to identify consumer intent to purchase based on country of origin, usage and preferences. This information is available to Florida tomato growers and shippers from the Committee.

Foodservice

Firmness and exceptional texture make Florida tomatoes a "win-win" for the foodservice market and for grower/shippers seizing this opportunity. The Committee provides a variety of educational and technical support to the foodservice sector, including ripening tools and proper handling materials, menu development, educational based activities and programs to encourage and inspire up-and-coming chefs to use Florida tomatoes such as the Florida Tomato "Best of the Best" Student-Chef Contest, coordinated by the NY-based public relations agency, Lewis & Neale.

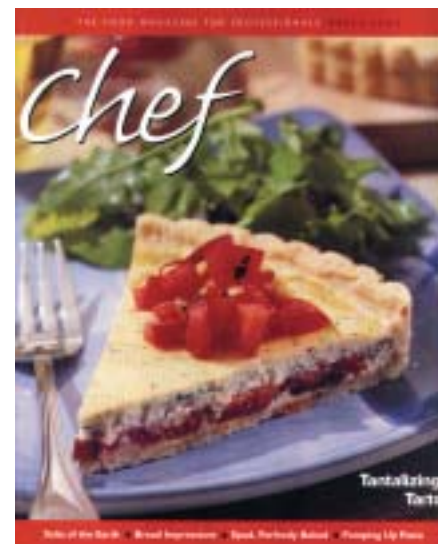
Finalists in the "2003 Best of the Best" recipe contest were judged by a panel of chefs and food writers, including: Chef Nancy Burgos, J.C. Food Consulting; Chef Scott Campbell, @SOC restaurant; Pat Cobe, food editor at *Restaurant Business*; Philomena Corradeno, food writer at King Features; Marge Perry, food writer for *Newsday*, *Cooking Light* and other publications; and Gary Tucker, senior editor at *Food Arts* magazine. This year's contest included entries from a record 28 schools, each of which held a pre-judging event at the school to select its best dish for consideration in the contest. A photo of the winning entry was taken and will be placed with a syndicated food writer at the start of the 2003-2004 season.

In addition to exhibiting at the PMA Foodservice Conference in July, the Florida Tomato Committee was a sponsor for the second year at the Foodservice Educators Network International (FENI) conference, attended by more than 250 culinary educators. The opening reception featured Florida tomatoes, with Chef John Colletta of Carlucci Restaurant Group in Chicago demonstrating the versatility of tomatoes with simple seasonings and techniques.

In regard to moving large field tomatoes (PLU 4064) through the retail system, Southeast retailers experienced a 73% increase in volume, with a 79+% increase in sales dollars for the overall season over last year (according to Perishables Group volume and sales data). For Winter through Spring (January-May 2003), the percentage increases over last year were 111% in volume and 114% in sales dollars respectively. In light of this trend, retailers are taking notice of Florida tomatoes' contribution in the produce department and to the rest of the store and are "cashing in" on the benefits. In fact, in early spring, the Florida Tomato Committee conducted a series of product information workshops for the produce managers of a major Eastern US retailer that was featuring Florida tomatoes at the front of the produce department as a "signature" item.

The Committee also experimented this past season with supporting the FDACS' Northern Exposure cooperative advertising program. According to the FDACS, the promotion included obtaining advertising space for Florida product within the circulars of 40 Northeastern US retailers.

With an eye on the future, the Committee conducted consumer and marketplace research,



On the cover of the March 2003 issue of *Chef* magazine appears the winning dish of the Florida Tomato Committee's student chef contest – an outreach program designed to gain the excitement of upcoming chefs and foodservice personnel.

Outreach to foodservice, includes placement of articles in the publications typically read in this market.

Consumer

Two press kits were developed and distributed over the season – one concentrating on Florida tomatoes' versatility and the second on Florida tomatoes' healthy benefits. The press kits were coordinated through the NY-based public relations agency, Lewis & Neale. A Spanish-language version of the press kits and the Committee's popular health and recipe brochure was also sent to Spanish media outlets in order to reach the fast-growing Hispanic consumer. In addition, a Spanish-language version of the Committee's popular health and recipe brochure was also made available. The health and recipe brochure focuses on the health benefits of Florida tomatoes, and provides great-tasting recipes and tomato usage and handling information. Further, a ready-to-print release was distributed to the media. Five syndicated food writers, including the Associated Press, picked this up. In addition, a box of fresh Florida tomatoes coupled with information about the preventative health qualities of Florida tomatoes was sent by the Committee to health editors at daily newspapers and to national magazine editors during March's National Nutrition month.

This past season, the Committee further supported its retail partners and reminded consumers of Florida tomatoes' availability and health benefits via two nationally syndicated *Mr. Food* television segments that focused on Florida tomatoes. The shows aired nationally on April 2 and 3 with an audience for each show of over 6.5 million. In addition, the Committee sponsored and provided assistance to the development of a half-hour segment of the PBS affiliate program, *The Burt Wolf Show*, where viewers learned the history of the tomato, facts about Florida tomato production and the benefits of eating tomatoes.

Market Access and Promotion

Activities to support market development outside of the United States were focused in Canada. Brad Brownsey of Brownsey and Associates was retained to represent Florida tomatoes as USA Tomatoes with the cost shared by the California Tomato Commission. From April onwards, the Florida tomato industry enjoyed its greatest promotional support period of the season. Previous "tight" market conditions gradually improved throughout April, May and early June. This rejuvenated Florida tomato listing and display support amongst Canadian retailers and resulted in enhanced print advertising/promotional support activities during the final third of Florida's promotional program window.

In the foodservice arena, Florida tomatoes continued to dominate throughout the foodservice sector; however, its domination was compromised this past season as "price sensitive" foodservice operators opted to explore and substitute Mexican vine ripe tomatoes when the price spread between Mexico and Florida became significant. As Florida came into late season peak production and FOBs returned to more foodservice-welcomed levels, Florida listing and subsequent promotional activities correspondingly increased.

Propelled by the infusion of cooperative MAP advertising funds, 64% of all Canadian retailers offered promotions participated in this season's Florida program. This was well over double the participation rate of last year (31%). At the retail level, Florida tomato advertising jumped by 6.7% (to 95 dedicated ads) compared to last year, but down from the record ad support attained in the Y2000/01 USAT campaign (145 ads). Continued retail consolidation and internally, ongoing, retail banner consolidation, will continue to diminish banner participation levels compared to previous USAT benchmarks attained.

In the foodservice/wholesale sector, 27 dedicated Florida tomato features were generated this past season – an increase of 17% compared to the Florida segment of the Y2001/02 USAT program year. Considering the consolidation that impacted the Canadian foodservice sector this past year wherein #1 Sysco consolidated (or liquidated) eight different divisions into two and #2 GFS Canada/Markon became a national foodservice distributor through multiple acquisitions (five new foodservice companies acquired), 31% of Canadian foodservice operators approached actively participated in this year's foodservice campaign. Unfortunately, this year's consolidations and/or acquisitions may be the zenith of individual foodservice promotions generated, as both Sysco and GFS Canada are anxious to pursue Canada-wide "national" promotions.

Throughout much of the Florida shipping season (January through April) when Florida tomatoes were "tight," Mexican vine ripe tomatoes and increasingly Mexican hothouse tomatoes captured a sizeable portion of the Canadian retail and foodservice business compared to their historical norms. The former served as a decidedly cheaper "substitutable" tomato per the trade (particularly amongst major chains), and offered them a preferred vine ripe profile and tightly controlled size advantage compared to mature green tomatoes that continue to fall out of middle to upscale market "retail flavor." Disturbingly, there was an influx and growth of Mexican hothouse tomatoes in the Canadian market, most which was secured through Mexican-Canadian greenhouse affiliations entered into during the Y2001/02 USAT promotional season. Retailers have long sought to secure various commodities, including tomatoes,



on a year-round basis. This past winter/early spring provided Canadian wholesalers and retailers with their first opportunity to explore such hothouse opportunities in volume.

Sandwiched between this year's weather-impacted season and that of Y2000/01 was the politically charged CITT dispute of Y2001/02 where individual Florida shippers faced provisional duties ranging from 0% to 71%. Without exception, all Canadian retailers (wholesalers and foodservice operators) remain 100% committed to providing Florida tomatoes with "varying degrees" of "strategic" listing, purchasing and shelf allocation support during its shipping season.

2002-2003 RESEARCH SUMMARY

During the 2002-2003 season, the Committee funded ten research projects totaling \$320,000.

Complete overviews of these projects were presented at the Organizational Meeting of the Florida Tomato Committee in September. The results are available in printed form to those present at the meeting. Additional copies of the results can be obtained from the Florida Tomato Committee office in Orlando.

The Florida Tomato Committee supports research by contributing funds to particular projects in which they have interest. Florida tomato producers feel that continued support of research projects through the IFAS system is essential to the future of the industry. The Research Subcommittee of the Florida Tomato Committee will continue to recommend research projects that meet the current needs and prospective future needs of the Florida tomato industry, while reviewing all requests for research funds.

FLORIDA AGRICULTURAL EXPERIMENT STATION FLORIDA TOMATO COMMITTEE • FUNDING 2002-2003

Title	Leader(s)	Funding
Marketing and Trade in the Winter Fresh Tomato Industry	John J. VanSickle	\$25,000
Residual Effects of Fumigant Alternatives on Nutsedge, Root Knot Nematode, Fusarium Wilt and Double Crop Cucumber/Cover Crop Production	J. P. Gilreath J. W. Noling P. R. Gilreath	\$35,000
Improvements in Gas Retention and Nutsedge Control with Telone C-35 and Inline in Tomato by using Virtually Impermeable Film Mulch	J. P. Gilreath	\$25,000
Control of Fusarium crown rot, rootknot nematodes and nutsedge with soil fumigants and herbicides in southwest Florida	J. P. Gilreath J. W. Noling E. N. Roskopf	\$35,000
Developing a strategy to provide immunity to a broad-spectrum of Whitefly Transmitted Geminiviruses	J. E. Polston E. Hiebert	\$21,186
Breeding for Disease Resistance to Corky Root Rot Disease (old land Disease) caused by <i>Pyrenochaeta lycopersici</i>	L. J. Ramos H. H. Bryan J. W. Scott	\$6,235
Continued Evaluation of tomato lines that exhibit a fruit/floral flavor character within a balanced sugar, acid and volatile profile for development of a premium commercial variety	Elizabeth A. Baldwin John W. Scott	\$11,000
Breeding Tomatoes for Florida	John W. Scott Herb H. Bryan	\$60,500
Evaluation of Carnegie Mellon Mechanical Harvest Project from 2000-2001 for Harvest Assistance Applications for Improved Worker Efficiencies	Steven Sargent	\$7,700
Breeding Tomatoes for Resistance to all Races of the Bacterial Spot Pathogen	John W. Scott Jeff B. Jones	\$33,000
Opportunity Fund	TBD	\$60,379
TOTAL		\$320,000



2002-2003 REGULATIONS AND COMPLIANCE SUMMARY

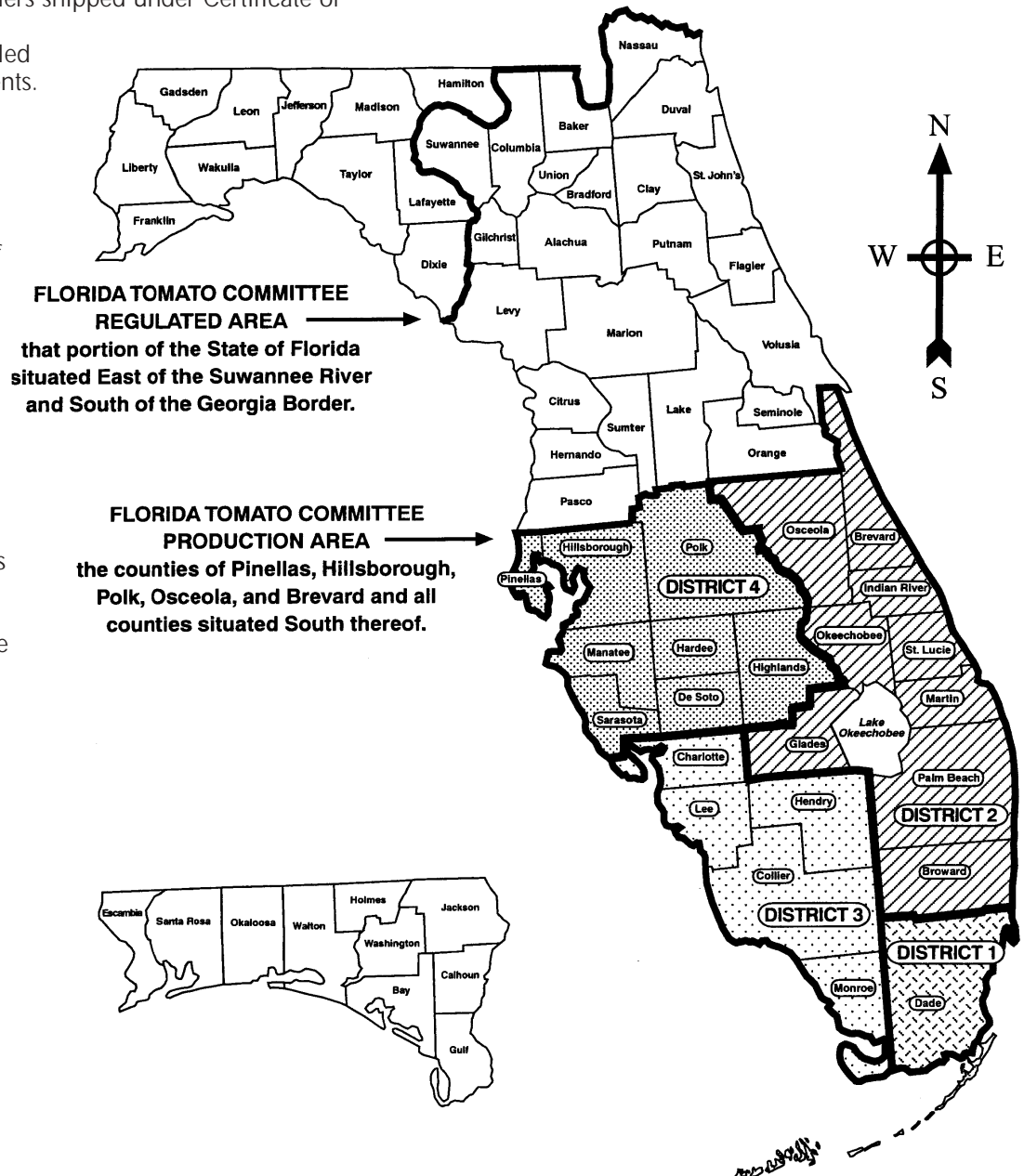
Regulatory Bulletin No. 1, issued September 18, 2002, outlined the initial regulations for the 2002-2003 season and is reproduced as an insert to this report. The regulations also required Registered Handlers to provide pack-out figures daily; to pay assessments in a timely manner; and to be registered with the Committee in order to obtain inspection to ship tomatoes out of the regulated area. They defined the minimum and maximum diameters for all sizes and required all tomatoes packed by Registered Handlers to be in new containers of 10, 20, or 25 pounds net weight. The name and address of the Registered Handler must be printed on each container.

As in past seasons, the Agricultural Law Enforcement Uniformed Operations Section of the Florida Department of Agriculture and Consumer Services and representatives of the Federal-State Fruit & Vegetable Inspection Service were extremely cooperative in assisting the Florida Tomato Committee staff and the Southeast Marketing Field Office of the USDA in their enforcement efforts. Registered Handlers also assisted in the Committee's compliance efforts by calling in tips on possible illegal activities. These tips were greatly appreciated and often proved highly effective in detecting and apprehending violators as well as preventing violations before they actually occurred.

During the 2002-2003 season, Florida Agricultural Law Enforcement intercepted 100 shipments in violation of the Marketing Order, as compared with 121 interceptions the previous season. Some of these involved legitimate shipments that did not have the proper inspection certificates, and, in these cases, the violators secured proper certification and were permitted to proceed to their destinations. Fourteen of the violators were arrested and placed under bond ranging from \$50 to \$502. Eight of these violators donated their tomatoes to charitable institutions while the remaining six returned to the point of shipment for proper inspection. Twenty-four additional minor violators, whose circumstances did not warrant arrest, returned to the point of shipment for proper inspection or donated their loads to charity.

Ten registered handlers shipped under Certificate of Privilege. Certificate of Privilege shipments totaled 557,858 25-lb. equivalents. This does not include shipments made under the Ugly Ripe™ experimental marketing exemption.

The Committee staff continued to work with the USDA's AMS Southeast Marketing Field Office and Compliance Section for federal investigations of serious violators and possible prosecutions. Collecting late assessments from Registered Handlers was successful again this season due to the cooperative efforts of the USDA. Strong efforts will continue next season to enforce the regulations of the Marketing Order.



COMMITTEE MEETINGS SUMMARY

Four meetings of the Committee membership were held this season. These meetings occurred on August 22, September 5, October 2 and November 26, of 2002. Additionally district nomination meetings were held on April 1 and 2 of 2003. A brief description of actions taken at these meetings follows:

On August 22, 2002, the Florida Tomato Committee met to discuss proposed changes to the Initial Regulations for 2002-2003 and, at USDA request, to revisit the Ugly Ripes™ issue and associated exemption request. After a thorough discussion on greenhouse and hydroponic tomatoes and their effects on the market, the Committee unanimously approved removal of both the greenhouse and hydroponic tomato exemptions from the regulations. A lively debate followed on the current experimental exemption for Ugly Ripes™ tomatoes and a proposal to extend the exemption for another year or grant a permanent exemption. The Committee moved on a majority vote to allow one additional year of an experimental exemption for Ugly Ripes™. The Committee also established a subcommittee to study and review the matter. On administrative matters, the Committee approved administrative changes to the staff pension plan and Committee management and staff actions since the Committee's last meeting.

The Organizational Meeting of the Florida Tomato Committee was held on September 5, 2002, at The Ritz-Carlton Hotel, Naples, Florida. The following officers were unanimously elected for the 2002-2003 season: Gary Smigiel, Chairman; Dan Maloney, Vice Chairman; Kern Carpenter, Secretary; and Glenn Dickman, Treasurer.

Dr. Mary L. Duryea, Assistant Dean for Research at IFAS, University of Florida, gave a brief presentation covering some of the research highlights and distributed copies of the Report of Tomato Research containing a summary of each research project funded by the Florida Tomato Committee.

Chairman Gary Smigiel appointed the following members to the various subcommittees. The Bylaws state that the Chairman is an ex-officio member of all subcommittees

Members	Alternates	Research Subcommittee	
Executive Subcommittee		Kern Carpenter	D. C. McClure
Gary Smigiel, Chairman	Joseph Esformes	James Grainger	Tony DiMare
Dan Maloney, Vice Chairman	Stephen Thomas	David Neill	
Kern Carpenter, Secretary		Education & Promotion Subcommittee	
Glenn Dickman, Treasurer		Teena Borek	Elizabeth Esformes
Finance Subcommittee		Kern Carpenter	John Harllee
Dan McClure, Chairman	Mac Carraway	Glenn Dickman	David Murrah
Christian LeLeu	Glenn Dickman	Tony DiMare	David Neill
David Neill	James Grainger	Joseph Esformes	Stephen Thomas
David Murrah	Ed English	Member and Alternate Nomination Subcommittee	
Marketing Subcommittee		Gary Smigiel	Joseph Esformes
Tony DiMare, Chairman	Larry Lipman	Dan Maloney	Stephen Thomas
Kern Carpenter	Jay Taylor	Kern Carpenter	Glenn Dickman
James Grainger	David Neill		
John Harllee			

The Marketing Policy of the Florida Tomato Committee for the 2002-2003 season was reviewed and approved. A copy of which is also included in this report as an insert.

The Committee approved initial regulations for 2002-2003 consisting of the same regulations that were in effect for the 2001-2002 season and included a pending rule to eliminate the exemptions for greenhouse and hydroponic tomatoes. A copy of which is included in this report as an insert.

The production research projects recommended to the Secretary of Agriculture by the Florida Tomato Committee were approved as presented. The research projects are outlined in this Annual Report.

The 2002-2003 Education and Promotion Plan was deferred to subcommittee to be brought up at a later meeting.

Depositories and a recommended budget of \$1,674,000 with an assessment rate of two cents (\$0.02) per 25-lb. equivalent for 2002-2003 was presented and approved.



FLORIDA TOMATO COMMITTEE
STATEMENT OF REVENUES, EXPENSES AND OPERATING RESERVE
ACTUAL AND BUDGETED
YEAR ENDED JULY 31, 2003

	Actual	Budget	Over (Under) Budget
REVENUES:			
Assessments	\$ 1 018 337	\$ 1 000 000	\$ 18 337
Interest income	16 104	34 000	(17 896)
MAP reimbursements	114 626	140 000	(25 374)
FDACS grant	500 000	500 000	-
Total Revenues	1 649 067	1 674 000	(24 933)
EXPENSES:			
Audit	4 490	5 000	(510)
Communications	9 785	12 000	(2 215)
Compliance	6 502	10 000	(3 498)
Depreciation	28 800	33 000	(4 200)
Education and promotion	497 938	706 000	(208 062)
Employees' health insurance	44 528	38 250	6 278
Employees' retirement program	56 312	54 860	1 452
Equipment maintenance	1 536	1 500	36
Insurance and bonds	10 909	8 500	2 409
MAP promotion	149 177	200 000	(50 823)
Miscellaneous	6 154	10 000	(3 846)
Office	4 447	10 000	(5 553)
Payroll taxes	24 247	28 000	(3 753)
Postage	3 570	6 000	(2 430)
Printing	8 689	10 000	(1 311)
Rent – office	35 640	31 000	4 640
Research	280 021	320 000	(39 979)
Salaries – office	358 995	370 730	(11 735)
Supplies	3 368	10 000	(6 632)
Travel – committeemen	2 232	12 000	(9 768)
Travel – employees	18 963	40 000	(21 037)
Total Expenses	1 556 303	1 916 840	(360 537)
EXCESS OF REVENUES (EXPENSES) OVER EXPENSES (REVENUES)	92 764	\$ (242 840)	\$ 335 604
Transfer from Asgrow program	74 837		
OPERATING RESERVE, at August 1, 2002	1 599 826		
OPERATING RESERVE, at July 31, 2003	\$ 1 767 427		

On October 2, 2002, a telephone conference call meeting of the Florida Tomato Committee was held. The Committee unanimously approved changing language in the regulations to allow for exemptions for market research. The Committee also unanimously approved the 2002-2003 Education and Promotion Plan as presented. The Education and Promotion Plan is outlined in this Annual Report.

On November 26, 2002, a telephone conference call meeting of the Florida Tomato Committee was held. A lively debate occurred on a new marketing research experimental exemption request. On a majority vote, the Committee moved to deny the requested exemption; to deny any further exemptions for Ugly Ripes™ tomatoes after this current season; and to withdraw the request before the USDA to allow for specific marketing research exemptions made at the telephone conference meeting of October 2, 2002.

Nomination meetings were held in each of the four districts on April 1 and 2, 2003, to select members and alternates to serve on the Florida Tomato Committee during the 2002-2003 season. A list of nominees was forwarded to the Secretary of Agriculture for his consideration in appointing the new Committee. Current issues and problems facing the Florida tomato industry were also discussed at these meetings.

STATISTICS

Each Federal-State Inspection Supervisor reported the details of the tomatoes packed the previous day under the inspection of his crew in terms of grade, size, maturity, and container weights. The information was compiled in The Committee office and remained confidential. The totals were not disseminated to Registered Handlers this season.

During the season, USDA's Fruit and Vegetable Market News Service obtained F.O.B. price information for grade and size of tomatoes for the daily TOMATO FAX REPORT. The TOMATO FAX REPORT does not report field pack or packinghouse pink F.O.B. prices, for the purposes of this report and to reflect common practices in the market, packinghouse pinks were assigned a price one dollar down from mature green prices while field packs were assigned the same price as mature greens. All of these reported prices and sales figures might be inflated since price adjustments after sales were not reported to the Committee office.

Committee staff compiled a summary of total daily packouts from inspection certificates and prices from the TOMATO FAX REPORT. This provided The Committee with a detailed analysis of Florida shipments in terms of volume, price per unit, and total dollars returned for each grade and size of green, pink, and field-pack tomatoes. Import tomato figures were derived from the USDA's Market News Service TOMATO FAX REPORT and online data available at USDA's Foreign Agriculture Service web site.

The tables in this report reflect summaries of the raw data collected above. The annual summary of the shipments was compiled and is reproduced in the statistical section of this report as Table One. The total volume in this table is the total of the weekly shipments, and the sales dollars are the total of the weekly returns. The average prices shown were calculated to the nearest cent; therefore, the volume times calculated prices will not necessarily result in the exact sales dollars in the table. Tables Two, Three, Four, and Five provide the same information for each district. Tables Six, Seven, Eight, Nine, and Ten deal with weekly shipments. Table Eleven shows a five-year comparison of annual 25-lb. equivalents of tomatoes shipped from Florida and Mexico. Tables Twelve and Thirteen show five-year historical information on shipments by district and totals. Table Fourteen compares Florida shipments to Mexican imports. Table Fifteen compares this season's weekly average prices to shipments. Tables Sixteen and Seventeen compare weekly average prices and shipments for this season and the previous season.

Appreciation is hereby expressed to the Florida Agricultural Statistics Service; Florida Department of Agriculture and Consumer Services; Federal-State Inspection Service; U.S. Market News Service; Foreign Agriculture Service and the many others who have assisted in developing the statistical information, which is so vital to the administration of the Florida Tomato Marketing Agreement and Order.





TABLE ONE
2002-2003 ANNUAL SUMMARY
ANALYSIS OF SHIPMENT AND SALES
STATE

Greens 25-lb. Equivalents

Pinks 25-lb. Equivalents

Field Pack 25-lb. Equivalents

Grade Size	Containers	%	Avg. Price	%	Sales Dollars	Containers	%	Avg. Price	%	Sales Dollars	Containers	%	Avg. Price	%	Sales Dollars
85% U.S. ONE OR BETTER															
5 X 6/Larger	10,217,851	20.05	\$11.16	23.33	\$114,022,856.00	248,442	0.49	\$10.27	0.52	\$2,551,598.00	0	0.00	\$0.00	0.00	\$0.00
6 X 6	6,036,055	11.84	\$10.25	12.66	\$61,863,292.00	46,956	0.09	\$10.21	0.10	\$479,404.00	0	0.00	\$0.00	0.00	\$0.00
6 X 7	3,043,640	5.97	\$9.19	5.72	\$27,983,158.00	7,195	0.01	\$9.58	0.01	\$68,950.00	0	0.00	\$0.00	0.00	\$0.00
TOTAL	19,297,546	37.86	\$10.56	41.71	\$203,869,306.00	302,593	0.59	\$10.24	0.63	\$3,099,952.00	0	0.00	\$0.00	0.00	\$0.00
U.S. COMBINATION															
5 X 6/Larger	8,556,407	16.79	\$9.82	17.19	\$84,053,863.50	1,937,741	3.80	\$7.49	2.97	\$14,516,648.00	589,973	1.16	\$8.58	1.04	\$5,061,146.00
6 X 6	5,542,784	10.87	\$9.32	10.57	\$51,663,538.00	393,044	0.77	\$7.95	0.64	\$3,123,109.00	481,811	0.95	\$7.24	0.71	\$3,489,547.00
6 X 7	3,394,110	6.66	\$8.34	5.79	\$28,306,165.00	109,532	0.21	\$7.66	0.17	\$839,181.00	1,200	0.00	\$6.22	0.00	\$7,458.00
TOTAL	17,493,301	34.32	\$9.38	33.55	\$164,023,566.50	2,440,317	4.79	\$7.57	3.78	\$18,478,938.00	1,072,984	2.10	\$7.98	1.75	\$8,558,151.00
U.S. TWO															
5 X 6/Larger	3,575,648	7.01	\$9.46	6.92	\$33,837,729.00	583,604	1.14	\$8.47	1.01	\$4,945,897.50	1,468,920	2.88	\$8.58	2.58	\$12,604,825.50
6 X 6	2,224,336	4.36	\$8.95	4.07	\$19,903,356.00	111,286	0.22	\$7.69	0.18	\$856,344.50	703,737	1.38	\$7.73	1.11	\$5,436,767.50
6 X 7	1,672,822	3.28	\$7.79	2.67	\$13,030,363.00	16,081	0.03	\$6.44	0.02	\$103,551.50	11,167	0.02	\$7.56	0.02	\$84,374.00
TOTAL	7,472,806	14.66	\$8.94	13.66	\$66,771,448.00	710,971	1.39	\$8.31	1.21	\$5,905,793.50	2,183,824	4.28	\$8.30	3.71	\$18,125,967.00
TOTALS															
5 X 6 Larger	22,349,906	43.85	\$10.38	47.44	\$231,914,448.50	2,769,787	5.43	\$7.95	4.50	\$22,014,143.50	2,058,893	4.04	\$8.58	3.61	\$17,665,971.50
6 X 6	13,803,175	27.08	\$9.67	27.30	\$133,430,186.00	551,286	1.08	\$8.09	0.91	\$4,458,857.50	1,185,548	2.33	\$7.53	1.83	\$8,926,314.50
6 X 7	8,110,572	15.91	\$8.55	14.18	\$69,319,686.00	132,808	0.26	\$7.62	0.21	\$1,011,682.50	12,367	0.02	\$7.43	0.02	\$91,832.00
TOTAL	44,263,653	86.84	\$9.82	88.92	\$434,664,320.50	3,453,881	6.78	\$7.96	5.62	\$27,484,683.50	3,256,808	6.39	\$8.19	5.46	\$26,684,118.00

TOTAL SALES \$488,833,122.00
TOTAL 25-LB. EQUIVALENTS 50,974,342
AVERAGE PRICE PER 25-LB. EQUIVALENTS \$9.59

TABLE TWO
2002-2003 ANNUAL SUMMARY
ANALYSIS OF SHIPMENTS AND SALES
DISTRICT 1

Greens 25-lb. Equivalents

Pinks 25-lb. Equivalents

Field Pack 25-lb. Equivalents

Grade Size	Containers	%	Avg. Price	%	Sales Dollars	Containers	%	Avg. Price	%	Sales Dollars	Containers	%	Avg. Price	%	Sales Dollars
85% U.S. ONE OR BETTER															
5 X 6/Larger	1,651,890	37.34	\$14.07	42.12	\$23,233,907.00	0	0.00	\$0.00	0.00	\$0.00	0	0.00	\$0.00	0.00	\$0.00
6 X 6	828,564	18.73	\$12.23	18.38	\$10,136,801.00	0	0.00	\$0.00	0.00	\$0.00	0	0.00	\$0.00	0.00	\$0.00
6 X 7	371,170	8.39	\$10.34	6.96	\$3,838,353.00	0	0.00	\$0.00	0.00	\$0.00	0	0.00	\$0.00	0.00	\$0.00
TOTAL	2,851,624	64.46	\$13.05	67.45	\$37,209,061.00	0	0.00	\$0.00	0.00	\$0.00	0	0.00	\$0.00	0.00	\$0.00
U.S. COMBINATION															
5 X 6/Larger	295,715	6.68	\$13.07	7.00	\$3,863,896.50	198,480	4.49	\$11.65	4.19	\$2,312,428.00	269	0.01	\$13.00	0.01	\$3,497.00
6 X 6	243,001	5.49	\$11.65	5.13	\$2,830,160.00	50,514	1.14	\$10.91	1.00	\$551,085.00	113	0.00	\$11.00	0.00	\$1,243.00
6 X 7	125,659	2.84	\$10.37	2.36	\$1,302,806.00	20,395	0.46	\$9.45	0.35	\$192,659.00	0	0.00	\$0.00	0.00	\$0.00
TOTAL	664,375	15.02	\$12.04	14.50	\$7,996,862.50	269,389	6.09	\$9.45	5.54	\$3,056,172.00	382	0.01	\$0.00	0.01	\$4,740.00
U.S. TWO															
5 X 6/Larger	196,409	4.44	\$11.80	4.20	\$2,317,924.00	48,146	1.09	\$10.02	0.87	\$482,335.00	166,325	3.76	\$11.04	3.33	\$1,835,724.00
6 X 6	112,348	2.54	\$10.27	2.09	\$1,153,785.00	6,404	0.14	\$9.07	0.11	\$58,076.00	44,034	1.00	\$11.05	0.88	\$486,623.00
6 X 7	63,204	1.43	\$8.78	1.01	\$555,159.00	816	0.02	\$6.92	0.01	\$5,645.00	151	0.00	\$8.45	0.00	\$1,276.00
TOTAL	371,961	8.41	\$10.83	7.30	\$4,026,868.00	55,366	1.25	\$9.86	0.99	\$546,056.00	210,510	4.76	\$11.04	4.21	\$2,323,623.00
TOTALS															
5 X 6 Larger	2,144,014	48.47	\$13.72	53.32	\$29,415,727.50	246,626	5.58	\$11.33	5.07	\$2,794,763.00	166,594	3.77	\$11.04	3.33	\$1,839,221.00
6 X 6	1,183,913	30.45	\$11.93	25.60	\$14,120,746.00	56,918	1.29	\$10.70	1.10	\$609,161.00	44,147	1.00	\$11.05	0.88	\$487,866.00
6 X 7	560,033	12.66	\$10.17	10.33	\$5,696,318.00	21,211	0.48	\$9.35	0.36	\$198,304.00	151	0.00	\$8.45	0.00	\$1,276.00
TOTAL	3,887,960	87.89	\$12.66	89.25	\$49,232,791.50	324,755	7.34	\$11.09	6.53	\$3,602,228.00	210,892	4.77	\$11.04	4.22	\$2,328,363.00

TOTAL SALES \$55,163,382.50
TOTAL 25-LB. EQUIVALENTS 4,423,607
AVERAGE PRICE PER 25-LB. EQUIVALENTS \$12.47





**TABLE THREE
2002-2003 ANNUAL SUMMARY
ANALYSIS OF SHIPMENTS AND SALES
DISTRICT 2**

Greens 25-lb. Equivalents

Pinks 25-lb. Equivalents

Field Pack 25-lb. Equivalents

Grade Size	Containers	Avg. Price	%	Sales Dollars	Containers	Avg. Price	%	Sales Dollars	Containers	Avg. Price	%	Sales Dollars	
85% U.S. ONE OR BETTER													
5 X 6/Larger	433,524	6.90	\$13.29	9.21	\$5,763,257.00	142,962	2.28	\$11.75	2.69	\$1,680,305.00	0	0.00	\$0.00
6 X 6	209,426	3.34	\$11.72	3.92	\$2,455,191.00	31,299	0.50	\$11.06	0.55	\$346,280.00	0	0.00	\$0.00
6 X 7	58,978	0.94	\$10.22	0.96	\$602,661.00	5,854	0.09	\$9.40	0.09	\$55,015.00	0	0.00	\$0.00
TOTAL	701,928	11.18	\$12.57	14.10	\$8,821,109.00	180,115	2.87	\$11.56	3.33	\$2,081,600.00	0	0.00	\$0.00
U.S. COMBINATION													
5 X 6/Larger	2,325,022	37.03	\$10.08	37.44	\$23,428,437.00	191,298	3.05	\$8.68	2.65	\$1,660,011.00	0	0.00	\$0.00
6 X 6	1,453,965	23.16	\$9.54	22.17	\$13,874,222.00	71,700	1.14	\$8.90	1.02	\$637,860.00	0	0.00	\$0.00
6 X 7	885,820	14.11	\$8.56	12.12	\$7,583,878.00	32,832	0.52	\$8.25	0.43	\$271,010.00	0	0.00	\$0.00
TOTAL	4,664,807	74.29	\$9.62	71.73	\$44,886,537.00	295,830	4.71	\$8.25	4.11	\$2,568,881.00	0	0.00	\$0.00
U.S. TWO													
5 X 6/Larger	271,841	4.33	\$10.28	4.47	\$2,794,394.00	6,977	0.11	\$6.39	0.07	\$44,593.00	0	0.00	\$0.00
6 X 6	108,125	1.72	\$9.04	1.56	\$977,594.50	1,321	0.02	\$6.51	0.01	\$8,601.00	0	0.00	\$0.00
6 X 7	47,862	0.76	\$8.15	0.62	\$389,924.00	38	0.00	\$0.00	0.00	\$364.00	0	0.00	\$0.00
TOTAL	427,828	6.81	\$9.73	6.65	\$4,161,912.50	8,336	0.13	\$6.42	0.09	\$53,558.00	0	0.00	\$0.00
TOTALS													
5 X 6 Larger	3,030,387	48.26	\$10.56	51.12	\$31,986,088.00	341,237	5.43	\$9.92	5.41	\$3,384,909.00	0	0.00	\$0.00
6 X 6	1,771,516	28.21	\$9.77	27.66	\$17,307,007.50	104,320	1.66	\$9.52	1.59	\$992,741.00	0	0.00	\$0.00
6 X 7	992,660	15.81	\$8.64	13.71	\$8,576,463.00	38,724	0.62	\$8.43	0.52	\$326,389.00	0	0.00	\$0.00
TOTAL	5,794,563	92.29	\$9.99	92.48	\$57,869,558.50	484,281	7.71	\$9.71	7.52	\$4,704,039.00	0	0.00	\$0.00

TOTAL SALES \$62,573,597.50
TOTAL 25-LB. EQUIVALENTS 6,278,844
AVERAGE PRICE PER 25-LB. EQUIVALENTS \$9.97

**TABLE FOUR
2002-2003 ANNUAL SUMMARY
ANALYSIS OF SHIPMENTS AND SALES
DISTRICT 3**

Field Pack 25-lb. Equivalents

Pinks 25-lb. Equivalents

Greens 25-lb. Equivalents

Grade Size	Greens 25-lb. Equivalents			Pinks 25-lb. Equivalents			Field Pack 25-lb. Equivalents			
	Containers	%	Avg. Price	Containers	%	Avg. Price	Containers	%	Avg. Price	
			Sales Dollars			Sales Dollars			Sales Dollars	
85% U.S. ONE OR BETTER										
5 X 6/Larger	2,907,897	20.66	\$11.82	24.58	\$34,376,758.00	95,523	0.68	\$7.67	0.52	\$732,415.00
6 X 6	1,646,814	11.70	\$10.88	12.81	\$17,916,365.00	12,869	0.09	\$7.83	0.07	\$100,792.00
6 X 7	970,321	6.90	\$9.42	6.54	\$9,144,466.00	456	0.00	\$13.00	0.00	\$5,928.00
TOTAL	5,525,032	39.26	\$11.12	43.93	\$61,437,589.00	108,848	0.77	\$7.71	0.60	\$839,135.00
U.S. COMBINATION										
5 X 6/Larger	1,417,747	10.07	\$10.25	10.39	\$14,525,647.50	89,738	0.64	\$7.13	0.46	\$639,733.00
6 X 6	989,698	7.03	\$9.42	6.66	\$9,320,221.00	13,002	0.09	\$7.66	0.07	\$99,581.00
6 X 7	646,708	4.60	\$8.41	3.89	\$5,439,372.00	5,948	0.04	\$5.32	0.02	\$31,642.00
TOTAL	3,054,153	21.70	\$9.59	20.94	\$29,285,240.50	108,688	0.77	\$5.32	0.55	\$770,956.00
U.S. TWO										
5 X 6/Larger	1,333,860	9.48	\$10.18	9.71	\$13,579,485.50	391,584	2.78	\$8.75	2.45	\$3,425,063.00
6 X 6	1,082,358	7.69	\$9.21	7.13	\$9,967,495.50	68,200	0.48	\$7.95	0.39	\$542,078.50
6 X 7	925,937	6.58	\$8.05	5.33	\$7,456,985.00	11,761	0.08	\$6.42	0.05	\$75,456.50
TOTAL	3,342,155	23.75	\$9.28	22.17	\$31,003,966.00	471,545	3.35	\$8.57	2.89	\$4,042,598.00
TOTALS										
5 X 6 Larger	5,659,504	40.22	\$11.04	44.68	\$62,481,891.00	576,845	4.10	\$8.32	3.43	\$4,797,211.00
6 X 6	3,718,870	26.43	\$10.00	26.60	\$37,204,081.50	94,071	0.67	\$7.89	0.53	\$742,451.50
6 X 7	2,542,966	18.07	\$8.67	15.76	\$22,040,823.00	18,165	0.13	\$6.22	0.08	\$113,026.50
TOTAL	11,921,340	84.72	\$10.21	87.04	\$121,726,795.50	689,081	4.90	\$8.20	4.04	\$5,652,689.00

TOTAL SALES \$139,846,647.00
TOTAL 25-LB. EQUIVALENTS 14,072,198
AVERAGE PRICE PER 25-LB. EQUIVALENTS \$9.94





TABLE FIVE
2002-2003 ANNUAL SUMMARY
ANALYSIS OF SHIPMENTS AND SALES
DISTRICT 4

Greens 25-lb. Equivalents

Pinks 25-lb. Equivalents

Field Pack 25-lb. Equivalents

Grade Size	Containers	%	Avg. Price	%	Sales Dollars	Containers	%	Avg. Price	%	Sales Dollars	Containers	%	Avg. Price	%	Sales Dollars
85% U.S. ONE OR BETTER															
5 X 6/Larger	5,224,540	19.94	\$9.69	21.90	\$50,648,934.00	9,957	0.04	\$13.95	0.06	\$138,878.00	0	0.00	\$0.00	0.00	\$0.00
6 X 6	3,351,251	12.79	\$9.36	13.56	\$31,354,935.00	2,788	0.01	\$11.60	0.01	\$32,332.00	0	0.00	\$0.00	0.00	\$0.00
6 X 7	1,643,171	6.27	\$8.76	6.23	\$14,397,678.00	885	0.00	\$0.00	0.00	\$8,007.00	0	0.00	\$0.00	0.00	\$0.00
TOTAL	10,218,962	39.00	\$9.43	41.69	\$96,401,547.00	13,630	0.05	\$13.15	0.08	\$179,217.00	0	0.00	\$0.00	0.00	\$0.00
U.S. COMBINATION															
5 X 6/Larger	4,517,923	17.24	\$9.35	18.26	\$42,235,882.50	1,458,225	5.57	\$6.79	4.28	\$9,904,476.00	589,704	2.25	\$8.58	2.19	\$5,057,649.00
6 X 6	2,856,120	10.90	\$8.98	11.09	\$25,638,935.00	257,828	0.98	\$7.12	0.79	\$1,834,583.00	481,698	1.84	\$7.24	1.51	\$3,488,304.00
6 X 7	1,735,923	6.63	\$8.05	6.05	\$13,980,109.00	50,357	0.19	\$6.83	0.15	\$343,870.00	1,200	0.00	\$6.22	0.00	\$7,458.00
TOTAL	9,109,966	34.77	\$8.99	35.40	\$81,854,926.50	1,766,410	6.74	\$6.83	5.23	\$12,082,929.00	1,072,602	4.09	\$6.22	3.70	\$8,553,411.00
U.S. TWO															
5 X 6/Larger	1,773,538	6.77	\$8.54	6.55	\$15,145,925.50	136,897	0.52	\$7.26	0.43	\$993,906.50	235,863	0.90	\$6.23	0.64	\$1,469,813.00
6 X 6	921,505	3.52	\$8.47	3.37	\$7,804,481.00	35,361	0.13	\$7.00	0.11	\$247,589.00	275,480	1.05	\$6.77	0.81	\$1,864,398.50
6 X 7	635,819	2.43	\$7.28	2.00	\$4,628,295.00	3,466	0.01	\$6.37	0.01	\$22,086.00	194	0.00	\$5.00	0.00	\$970.00
TOTAL	3,330,862	12.71	\$8.28	11.93	\$27,578,701.50	175,724	0.67	\$7.19	0.55	\$1,263,581.50	511,537	1.95	\$6.52	1.44	\$3,335,181.50
TOTALS															
5 X 6 Larger	11,516,001	43.95	\$9.38	46.72	\$108,030,742.00	1,605,079	6.13	\$6.88	4.77	\$11,037,260.50	825,567	3.15	\$7.91	2.82	\$6,527,462.00
6 X 6	7,128,876	27.21	\$9.09	28.02	\$64,798,351.00	295,977	1.13	\$7.14	0.91	\$2,114,504.00	757,178	2.89	\$7.07	2.31	\$5,352,702.50
6 X 7	4,014,913	15.32	\$8.22	14.27	\$33,006,082.00	54,708	0.21	\$6.84	0.16	\$373,963.00	1,394	0.01	\$6.05	0.00	\$8,428.00
TOTAL	22,659,790	86.49	\$9.08	89.01	\$205,835,175.00	1,955,764	7.46	\$6.92	5.85	\$13,525,727.50	1,584,139	6.05	\$7.50	5.14	\$11,888,592.50

TOTAL SALES \$231,249,495.00
TOTAL 25-LB. EQUIVALENTS 26,199,693
AVERAGE PRICE PER 25-LB. EQUIVALENTS \$8.83

TABLE SIX
2002-2003
PACKAGES, AVERAGE F.O.B. PRICES AND TOTAL SALES BY WEEK ENDINGS

All Maturities

Field Packs

Pinks

Greens

Date W/E	Greens			Pinks			Field Packs			All Maturities		
	Packages	Avg. F.O.B. Price	Total Sales. (Dollars)	Packages	Avg. F.O.B. Price	Total Sales. (Dollars)	Packages	Avg. F.O.B. Price	Total Sales. (Dollars)	Packages	Avg. F.O.B. Price	Total Sales. (Dollars)
Oct. 13, 02	38,235	\$6.36	\$243,268.00	4,497	\$5.57	\$25,061.00	0	\$0.00	\$0.00	42,732	\$6.28	\$268,329.00
Oct. 20	233,416	\$8.70	\$2,030,017.00	29,909	\$7.72	\$231,045.00	14,715	\$8.00	\$117,720.00	278,040	\$8.56	\$2,378,782.00
Oct. 27	695,024	\$10.63	\$7,391,522.00	50,174	\$9.53	\$478,073.00	33,968	\$10.13	\$344,194.00	779,166	\$10.54	\$8,213,789.00
Nov. 3	728,163	\$8.15	\$5,936,342.50	62,152	\$6.95	\$432,027.50	47,022	\$7.84	\$368,440.50	837,337	\$8.05	\$6,736,810.50
Nov. 10	1,032,872	\$9.93	\$10,259,307.50	50,952	\$9.04	\$460,428.00	82,039	\$9.57	\$785,288.50	1,165,863	\$9.87	\$11,505,024.00
Nov. 17	1,295,846	\$11.91	\$15,432,577.00	99,671	\$11.20	\$1,116,662.00	56,062	\$11.67	\$654,181.00	1,451,579	\$11.85	\$17,203,420.00
Nov. 24	1,471,936	\$12.41	\$18,265,814.00	38,972	\$12.05	\$469,709.00	43,792	\$12.68	\$555,149.00	1,554,700	\$12.41	\$19,290,672.00
Dec. 1	1,736,547	\$12.63	\$21,925,029.00	39,052	\$11.87	\$463,668.00	19,100	\$12.56	\$239,834.00	1,794,699	\$12.61	\$22,628,531.00
Dec. 8	2,093,418	\$13.14	\$27,514,316.00	55,268	\$12.95	\$715,819.00	36,467	\$13.12	\$478,473.00	2,185,153	\$13.14	\$28,708,608.00
Dec. 15	1,543,156	\$13.04	\$20,115,572.00	86,088	\$12.87	\$1,108,230.00	47,790	\$13.74	\$656,562.00	1,677,034	\$13.05	\$21,880,364.00
Dec. 22	1,616,279	\$12.52	\$20,228,885.00	92,265	\$13.04	\$1,202,960.00	62,962	\$13.48	\$848,582.00	1,771,506	\$12.58	\$22,280,427.00
Dec. 29	1,294,869	\$12.70	\$16,450,749.00	69,481	\$13.07	\$908,290.00	23,739	\$13.42	\$318,667.00	1,388,089	\$12.74	\$17,677,706.00
Jan. 5, 03	1,107,767	\$12.33	\$13,656,922.00	62,309	\$12.86	\$801,501.00	29,380	\$12.99	\$381,555.00	1,199,456	\$12.37	\$14,839,978.00
Jan. 12	1,527,601	\$13.10	\$20,014,937.00	101,401	\$13.31	\$1,349,153.00	54,616	\$13.78	\$752,671.00	1,683,618	\$13.14	\$22,116,761.00
Jan. 19	1,184,867	\$14.30	\$16,943,518.00	59,938	\$14.01	\$839,520.00	62,883	\$15.04	\$945,668.00	1,307,688	\$14.32	\$18,728,706.00
Jan. 26	931,881	\$12.18	\$11,347,589.00	40,339	\$11.56	\$466,365.00	21,189	\$11.93	\$252,757.00	993,409	\$12.15	\$12,066,711.00
Feb. 2	384,193	\$10.17	\$3,906,472.00	36,029	\$9.50	\$342,188.00	22,656	\$9.30	\$210,662.00	442,878	\$10.07	\$4,459,322.00
Feb. 9	803,380	\$6.83	\$5,489,955.00	63,951	\$5.83	\$372,732.00	49,909	\$5.99	\$299,151.00	917,240	\$6.72	\$6,161,838.00
Feb. 16	1,342,842	\$8.21	\$11,022,934.00	119,268	\$6.93	\$826,004.00	62,239	\$7.23	\$449,677.00	1,524,349	\$8.07	\$12,298,615.00
Feb. 23	892,171	\$7.01	\$6,254,467.50	115,660	\$5.91	\$683,092.00	104,582	\$6.79	\$710,566.00	1,112,413	\$6.88	\$7,648,125.50
Mar. 2	936,443	\$9.35	\$8,757,711.00	124,298	\$8.04	\$999,308.00	109,394	\$8.07	\$883,049.00	1,170,135	\$9.09	\$10,640,068.00
Mar. 9	918,065	\$13.28	\$12,196,081.00	125,182	\$12.00	\$1,502,652.00	129,522	\$12.11	\$1,568,619.00	1,172,769	\$13.02	\$15,267,352.00
Mar. 16	712,602	\$16.07	\$11,453,831.00	111,502	\$15.43	\$1,720,540.00	121,861	\$15.71	\$1,914,989.00	945,965	\$15.95	\$15,089,360.00
Mar. 23	799,367	\$15.55	\$12,427,736.00	32,745	\$15.06	\$493,210.00	62,386	\$15.34	\$957,100.00	894,498	\$15.51	\$13,878,046.00
Mar. 30	1,317,577	\$12.56	\$16,555,249.00	53,992	\$12.29	\$663,491.00	77,339	\$12.12	\$937,043.00	1,448,908	\$12.53	\$18,155,783.00
Apr. 6	1,202,731	\$8.55	\$10,289,093.00	47,167	\$7.66	\$361,069.00	71,166	\$7.95	\$565,897.00	1,321,064	\$8.49	\$11,216,059.00
Apr. 13	1,386,781	\$8.52	\$11,811,224.00	178,595	\$7.30	\$1,304,334.00	127,082	\$7.68	\$975,932.00	1,692,458	\$8.33	\$14,091,490.00
Apr. 20	1,641,594	\$7.50	\$12,319,213.00	110,281	\$5.72	\$630,694.00	121,389	\$6.29	\$763,708.00	1,873,264	\$7.32	\$13,713,615.00
Apr. 27	2,002,528	\$6.77	\$13,554,177.00	191,832	\$4.77	\$915,033.00	220,649	\$5.54	\$1,222,719.00	2,415,009	\$6.50	\$15,691,929.00
May 4	2,324,022	\$6.37	\$14,800,561.00	184,838	\$4.35	\$804,869.00	236,062	\$5.17	\$1,220,309.00	2,744,922	\$6.13	\$16,825,739.00
May 11	2,704,737	\$5.83	\$15,756,542.00	213,716	\$4.28	\$913,941.00	263,512	\$5.12	\$1,348,329.00	3,181,965	\$5.66	\$18,018,812.00
May 18	2,419,902	\$4.70	\$11,369,532.00	437,282	\$3.31	\$1,445,821.00	288,558	\$4.20	\$1,212,505.00	3,145,742	\$4.46	\$14,027,858.00
May 25	1,591,326	\$5.39	\$8,575,909.00	131,529	\$4.60	\$604,994.00	220,507	\$5.00	\$1,102,137.00	1,943,362	\$5.29	\$10,283,040.00
Jun 1	1,336,770	\$7.57	\$10,122,735.00	138,200	\$6.74	\$931,434.00	212,425	\$6.81	\$1,447,125.00	1,687,395	\$7.41	\$12,501,294.00
Jun 8	671,848	\$10.18	\$6,842,175.00	64,815	\$9.41	\$610,193.00	84,680	\$9.81	\$830,811.00	821,343	\$10.08	\$8,283,179.00
Jun 15	342,897	\$9.92	\$3,402,358.00	30,531	\$9.52	\$290,573.00	35,166	\$10.35	\$364,048.00	408,594	\$9.93	\$4,056,979.00
TOTALS	44,263,653	\$9.82	\$434,664,320.50	3,453,881	\$7.96	\$27,484,683.50	3,256,808	\$8.19	\$26,684,118.00	50,974,342	\$9.59	\$488,833,122.00



TABLE SEVEN
2002-2003
WEEKLY SHIPMENTS OF GREENS BY SIZE
25-LB. EQUIVALENTS



DATE	5 X 6	6 X 6	6 X 7	TOTALS
Oct. 13, 02	20,772	12,262	5,201	38,235
Oct. 20	125,085	76,937	31,394	233,416
Oct. 27	433,603	191,894	69,527	695,024
Nov. 3	394,863	235,647	97,653	728,163
Nov. 10	493,025	372,425	167,422	1,032,872
Nov. 17	610,994	430,778	254,074	1,295,846
Nov. 24	510,820	549,290	411,826	1,471,936
Dec. 1	698,781	633,299	404,467	1,736,547
Dec. 8	995,850	679,429	418,139	2,093,418
Dec. 15	731,062	481,332	330,762	1,543,156
Dec. 22	678,419	513,341	424,519	1,616,279
Dec. 29	540,614	410,464	343,791	1,294,869
Jan. 5, 03	393,658	363,655	350,454	1,107,767
Jan. 12	583,643	488,817	455,141	1,527,601
Jan. 19	546,263	359,723	278,881	1,184,867
Jan. 26	415,133	288,035	228,713	931,881
Feb. 2	180,899	120,734	82,560	384,193
Feb. 9	424,783	233,095	145,502	803,380
Feb. 16	739,702	382,776	220,364	1,342,842
Feb. 23	485,420	261,387	145,364	892,171
Mar. 2	467,863	301,422	167,158	936,443
Mar. 9	433,851	293,066	191,148	918,065
Mar. 16	288,159	242,466	181,977	712,602
Mar. 23	372,206	254,968	172,193	799,367
Mar. 30	769,918	351,012	196,647	1,317,577
Apr. 6	791,856	289,191	121,684	1,202,731
Apr. 13	920,530	328,296	137,955	1,386,781
Apr. 20	1,043,105	432,936	165,553	1,641,594
Apr. 27	1,155,712	583,685	263,131	2,002,528
May 4	1,180,328	787,939	355,755	2,324,022
May 11	1,479,025	877,832	347,880	2,704,737
May 18	1,265,580	800,155	354,167	2,419,902
May 25	957,304	453,161	180,861	1,591,326
Jun 1	785,385	382,474	168,911	1,336,770
Jun 8	309,759	215,944	146,145	671,848
Jun 15	125,936	123,308	93,653	342,897
TOTALS	22,349,906	13,803,175	8,110,572	44,263,653

TABLE EIGHT
2002-2003
WEEKLY SHIPMENTS OF PINKS BY SIZE
25-LB. EQUIVALENTS

DATE	5 X 6	6 X 6	6 X 7	TOTALS
Oct. 13, 02	4,182	308	7	4,497
Oct. 20	26,485	3,092	332	29,909
Oct. 27	42,057	6,687	1,430	50,174
Nov. 3	55,284	6,039	829	62,152
Nov. 10	41,805	8,276	871	50,952
Nov. 17	77,105	20,156	2,410	99,671
Nov. 24	26,571	10,267	2,134	38,972
Dec. 1	24,871	10,779	3,402	39,052
Dec. 8	42,845	9,085	3,338	55,268
Dec. 15	64,388	16,491	5,209	86,088
Dec. 22	76,413	12,261	3,591	92,265
Dec. 29	56,020	10,353	3,108	69,481
Jan. 5, 03	44,957	13,657	3,695	62,309
Jan. 12	67,858	24,381	9,162	101,401
Jan. 19	39,331	15,249	5,358	59,938
Jan. 26	24,869	10,634	4,836	40,339
Feb. 2	23,172	9,413	3,444	36,029
Feb. 9	51,882	9,502	2,567	63,951
Feb. 16	92,593	19,478	7,197	119,268
Feb. 23	92,117	18,676	4,867	115,660
Mar. 2	92,880	25,321	6,097	124,298
Mar. 9	94,195	23,542	7,445	125,182
Mar. 16	68,260	31,107	12,135	111,502
Mar. 23	21,255	8,317	3,173	32,745
Mar. 30	42,293	9,817	1,882	53,992
Apr. 6	39,369	6,291	1,507	47,167
Apr. 13	162,223	13,133	3,239	178,595
Apr. 20	102,235	7,364	682	110,281
Apr. 27	172,817	17,225	1,790	191,832
May 4	164,449	17,249	3,140	184,838
May 11	179,312	29,132	5,272	213,716
May 18	362,848	65,241	9,193	437,282
May 25	107,345	21,550	2,634	131,529
Jun 1	115,307	20,426	2,467	138,200
Jun 8	46,264	15,095	3,456	64,815
Jun 15	23,930	5,692	909	30,531
TOTALS	2,769,787	551,286	132,808	3,453,881



TABLE NINE
2002-2003
WEEKLY SHIPMENTS OF FIELD PACKS BY SIZE
25-LB. EQUIVALENTS



DATE	5 X 6	6 X 6	6 X 7	TOTALS
Oct. 13, 02	0	0	0	0
Oct. 20	0	14,715	0	14,715
Oct. 27	6,215	27,753	0	33,968
Nov. 3	32,590	14,432	0	47,022
Nov. 10	63,544	18,495	0	82,039
Nov. 17	31,006	24,776	280	56,062
Nov. 24	25,175	18,442	175	43,792
Dec. 1	8,197	10,903	0	19,100
Dec. 8	20,374	16,093	0	36,467
Dec. 15	35,973	11,529	288	47,790
Dec. 22	44,378	18,338	246	62,962
Dec. 29	17,859	5,880	0	23,739
Jan. 5, 03	19,232	9,559	589	29,380
Jan. 12	34,431	17,589	2,596	54,616
Jan. 19	44,052	18,238	593	62,883
Jan. 26	12,601	8,495	93	21,189
Feb. 2	11,780	10,369	507	22,656
Feb. 9	35,864	12,535	1,510	49,909
Feb. 16	46,758	14,069	1,412	62,239
Feb. 23	83,254	21,148	180	104,582
Mar. 2	82,143	27,251	0	109,394
Mar. 9	94,490	35,011	21	129,522
Mar. 16	83,492	37,082	1,287	121,861
Mar. 23	40,786	21,600	0	62,386
Mar. 30	54,181	22,533	625	77,339
Apr. 6	50,614	20,552	0	71,166
Apr. 13	100,549	26,533	0	127,082
Apr. 20	90,737	30,652	0	121,389
Apr. 27	142,460	77,979	210	220,649
May 4	160,382	75,520	160	236,062
May 11	137,476	126,036	0	263,512
May 18	168,657	119,901	0	288,558
May 25	110,592	108,514	1,401	220,507
Jun 1	94,544	117,687	194	212,425
Jun 8	47,225	37,455	0	84,680
Jun 15	27,282	7,884	0	35,166
TOTALS	2,058,893	1,185,548	12,367	3,256,808

TABLE TEN
2002-2003
WEEKLY SHIPMENTS OF 25-LB. EQUIVALENTS AND PERCENTAGES BY DISTRICT
ALL MATURITIES

Date W/E	District No. 1		District No. 2		District No. 3		District No. 4		Totals
	Amount	%	Amount	%	Amount	%	Amount	%	Totals
Oct. 13, 02	0	0.00	0	0.00	0	0.00	42,732	100.00	42,732
Oct. 20	0	0.00	0	0.00	31,346	11.27	246,694	88.73	278,040
Oct. 27	0	0.00	57,707	7.41	209,334	26.87	512,125	65.73	779,166
Nov. 3	0	0.00	55,631	6.64	131,132	15.66	650,574	77.70	837,337
Nov. 10	0	0.00	66,422	5.70	424,395	36.40	675,046	57.90	1,165,863
Nov. 17	15,100	1.04	95,581	6.58	394,043	27.15	946,855	65.23	1,451,579
Nov. 24	37,462	2.41	174,286	11.21	342,117	22.01	1,000,835	64.37	1,554,700
Dec. 1	29,634	1.65	142,635	7.95	510,584	28.45	1,111,846	61.95	1,794,699
Dec. 8	42,113	1.93	224,641	10.28	759,398	34.75	1,159,001	53.04	2,185,153
Dec. 15	43,243	2.58	204,572	12.20	467,944	27.90	961,275	57.32	1,677,034
Dec. 22	123,327	6.96	186,808	10.55	650,808	36.74	810,563	45.76	1,771,506
Dec. 29	154,925	11.16	144,565	10.41	354,049	25.51	734,550	52.92	1,388,089
Jan. 5, 03	263,659	21.98	118,599	9.89	325,141	27.11	492,057	41.02	1,199,456
Jan. 12	339,085	20.14	251,169	14.92	575,004	34.15	518,360	30.79	1,683,618
Jan. 19	314,019	24.01	167,368	12.80	526,125	40.23	300,176	22.95	1,307,688
Jan. 26	190,819	19.21	155,235	15.63	368,808	37.13	278,547	28.04	993,409
Feb. 2	214,734	48.49	66,958	15.12	52,337	11.82	108,849	24.58	442,878
Feb. 9	224,942	24.52	188,386	20.54	363,001	39.58	140,911	15.36	917,240
Feb. 16	376,875	24.72	347,341	22.79	549,935	36.08	250,198	16.41	1,524,349
Feb. 23	216,426	19.46	177,613	15.97	423,251	38.05	295,123	26.53	1,112,413
Mar. 2	289,115	24.71	271,599	23.21	445,563	38.08	163,858	14.00	1,170,135
Mar. 9	329,992	28.14	243,518	20.76	371,069	31.64	228,190	19.46	1,172,769
Mar. 16	360,140	38.07	174,187	18.41	325,256	34.38	86,382	9.13	945,965
Mar. 23	305,236	34.12	249,725	27.92	247,219	27.64	92,318	10.32	894,498
Mar. 30	374,535	25.85	344,059	23.75	404,419	27.91	325,895	22.49	1,448,908
Apr. 6	115,512	8.74	294,498	22.29	494,330	37.42	416,724	31.54	1,321,064
Apr. 13	55,948	3.31	323,450	19.11	731,057	43.19	582,003	34.39	1,692,458
Apr. 20	2,936	0.16	343,287	18.33	833,552	44.50	693,489	37.02	1,873,264
Apr. 27	1,934	0.08	291,153	12.06	717,860	29.72	1,404,062	58.14	2,415,009
May 4	1,556	0.06	228,104	8.31	531,359	19.36	1,983,903	72.28	2,744,922
May 11	241	0.01	193,451	6.08	534,674	16.80	2,453,599	77.11	3,181,965
May 18	0	0.00	226,374	7.20	440,778	14.01	2,478,590	78.79	3,145,742
May 25	0	0.00	121,729	6.26	250,302	12.88	1,571,331	80.86	1,943,362
Jun 1	0	0.00	77,092	4.57	171,576	10.17	1,438,727	85.26	1,687,395
Jun 8	99	0.01	38,620	4.70	113,032	13.76	669,592	81.52	821,343
Jun 15	0	0.00	32,481	7.95	1,400	0.34	374,713	91.71	408,594
TOTAL	4,423,607	8.68	6,278,844	12.32	14,072,198	27.61	26,199,693	51.40	50,974,342



TABLE ELEVEN
FIVE YEAR COMPARISON OF ANNUAL 25-LB. EQUIVALENTS OF TOMATOES

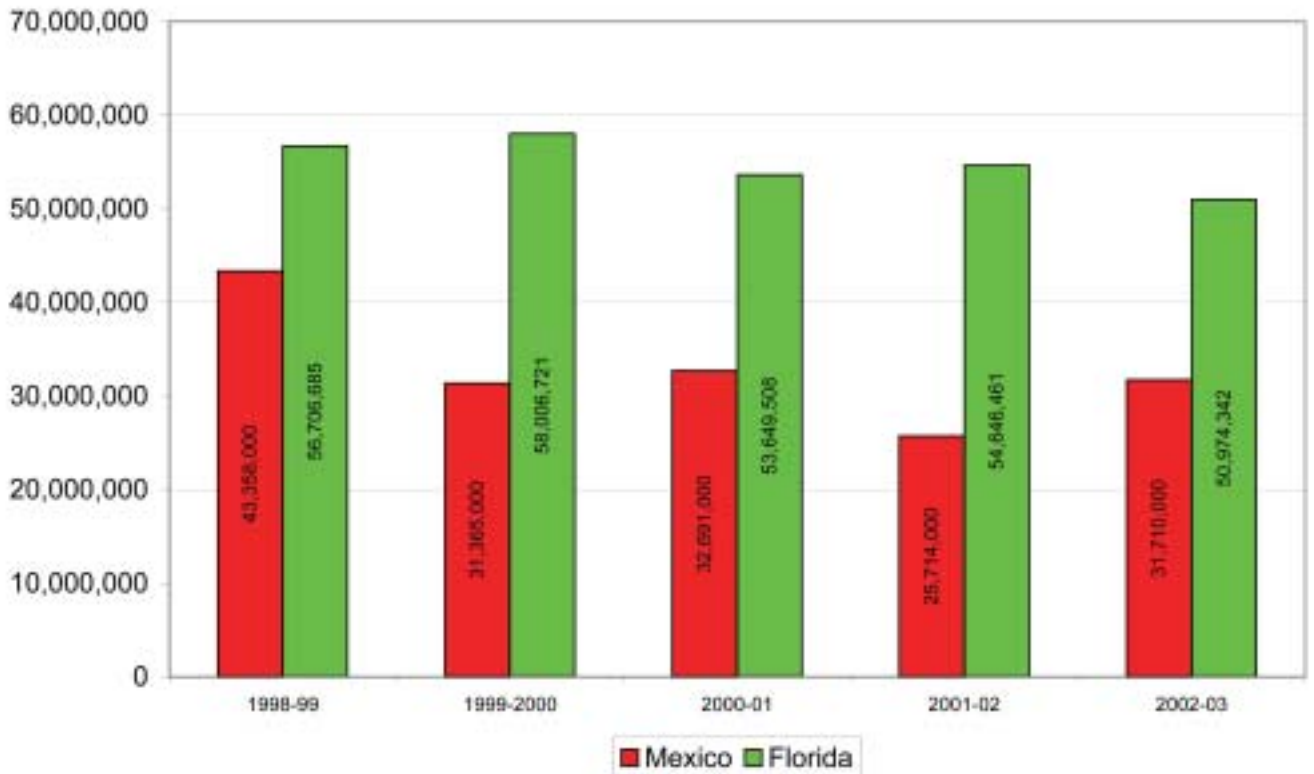
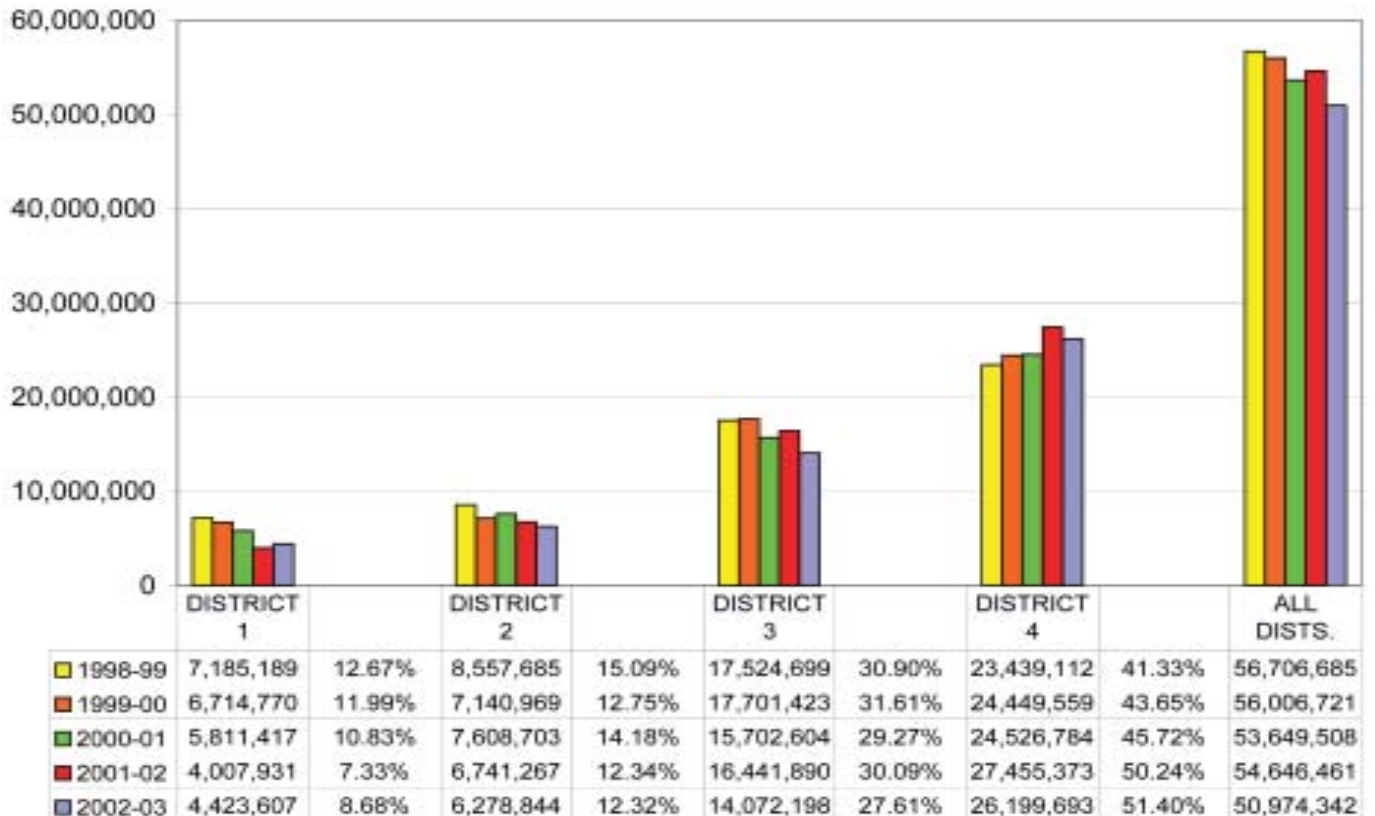


TABLE TWELVE
FIVE YEAR HISTORY OF SHIPMENTS BY DISTRICT AND TOTAL



**TABLE THIRTEEN
HISTORICAL DATA
TOTAL SHIPMENTS OF 25-LB. EQUIVALENTS AND VALUE BY DISTRICTS
ALL MATURITIES**

Districts	Season	Total Shipments	Value	Average Price Per 25-LB. Equivalent
One	1997-98	4,999,538	\$44,633,422.00	\$8.93
	1998-99	7,185,189	\$51,224,998.00	\$7.13
	1999-00	6,714,770	\$50,952,079.00	\$7.59
	2000-01	5,811,417	\$58,635,014.00	\$10.09
	2001-02	4,007,931	\$36,508,936.00	\$9.11
	2002-03	4,423,607	\$55,163,382.50	\$12.47
Two	1997-98	7,648,792	\$71,298,637.50	\$9.32
	1998-99	8,557,685	\$59,408,193.50	\$6.94
	1999-00	7,140,969	\$46,848,462.00	\$6.56
	2000-01	7,608,703	\$68,427,998.00	\$8.99
	2001-02	6,741,267	\$53,371,348.50	\$7.92
	2002-03	6,270,885	\$62,444,811.50	\$9.96
Three	1997-98	15,322,648	\$138,098,522.50	\$9.01
	1998-99	17,524,699	\$132,474,656.50	\$7.56
	1999-00	17,701,423	\$121,301,299.00	\$6.85
	2000-01	15,702,604	\$133,084,037.00	\$8.48
	2001-02	16,441,890	\$130,268,963.50	\$7.92
	2002-03	14,071,478	\$139,838,367.00	\$9.94
Four	1997-98	19,662,182	\$179,821,033.00	\$9.15
	1998-99	23,439,112	\$176,749,755.50	\$7.54
	1999-00	26,449,559	\$180,326,377.00	\$6.82
	2000-01	24,526,784	\$230,916,322.00	\$9.41
	2001-02	27,455,373	\$207,381,812.50	\$7.55
	2002-03	26,161,801	\$230,955,562.00	\$8.83
All	1997-98	47,633,160	\$433,851,615.00	\$9.11
	1998-99	56,706,685	\$419,857,603.50	\$7.40
	1999-00	58,006,721	\$399,428,177.00	\$6.89
	2000-01	53,649,508	\$491,259,430.00	\$9.16
	2001-02	54,646,461	\$427,531,060.50	\$7.82
	2002-03	50,974,342	\$488,833,122.00	\$9.59



TABLE FOURTEEN

COMPARISON OF FLORIDA ROUNDS AND MEXICAN IMPORTS

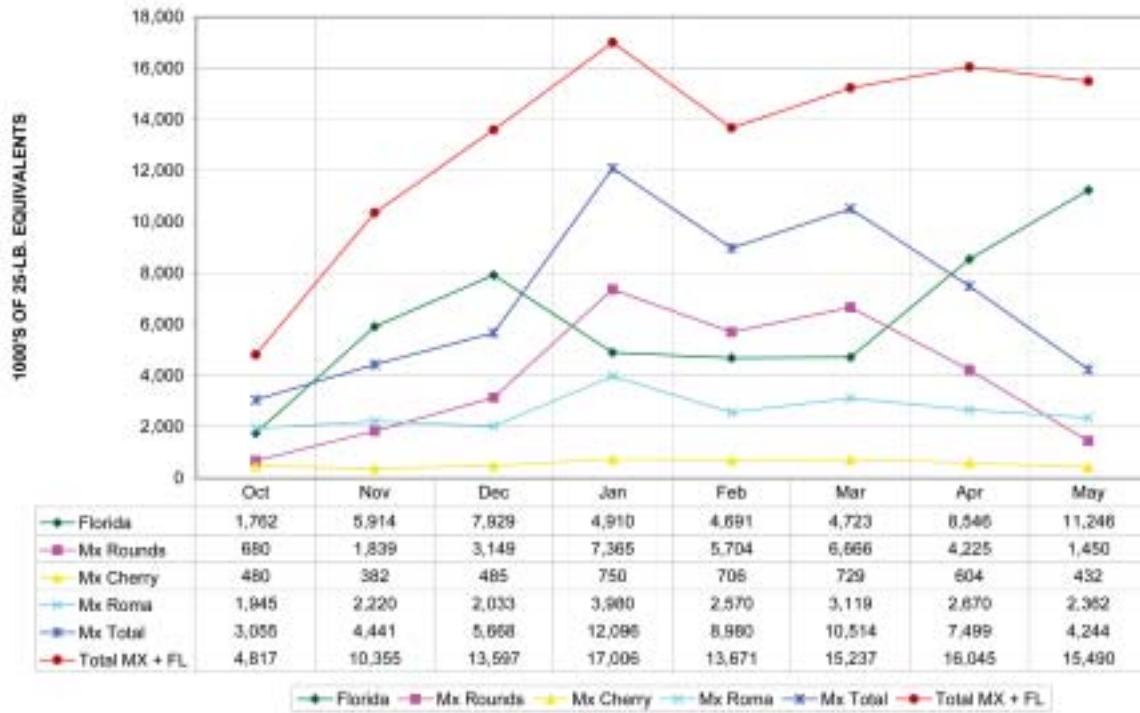


TABLE FIFTEEN

PRICE/SHIPMENT COMPARISON 2002-03

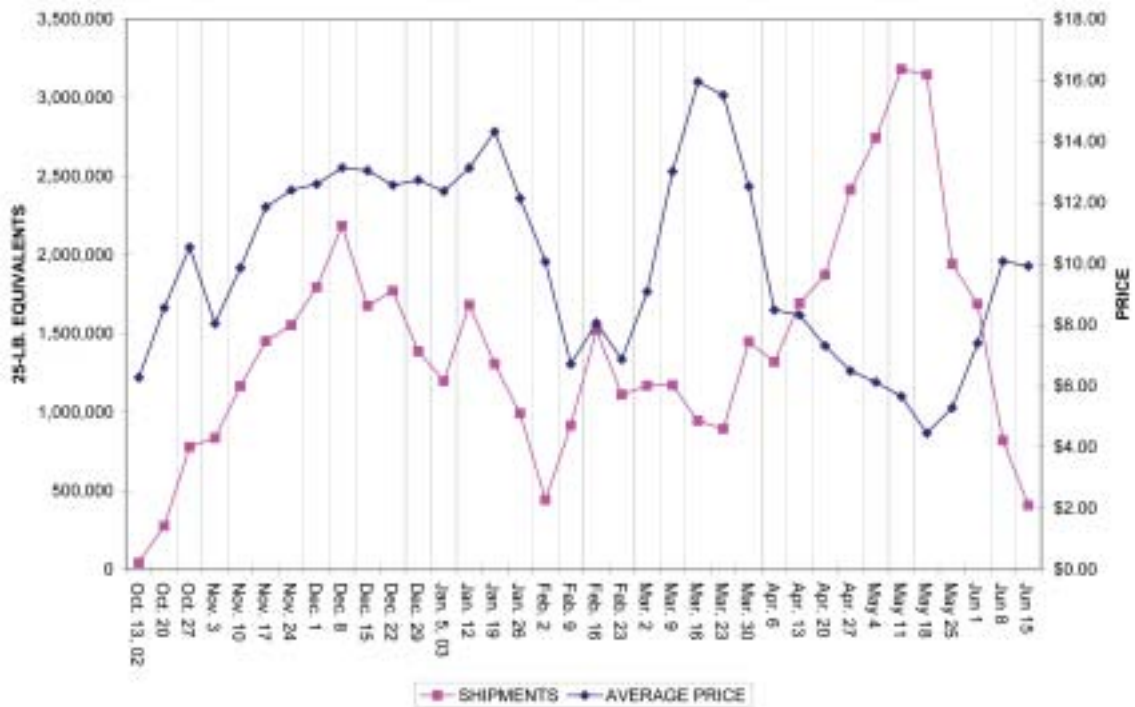


TABLE SIXTEEN

Weekly Average Price Comparison 2001-02 vs. 2002-03

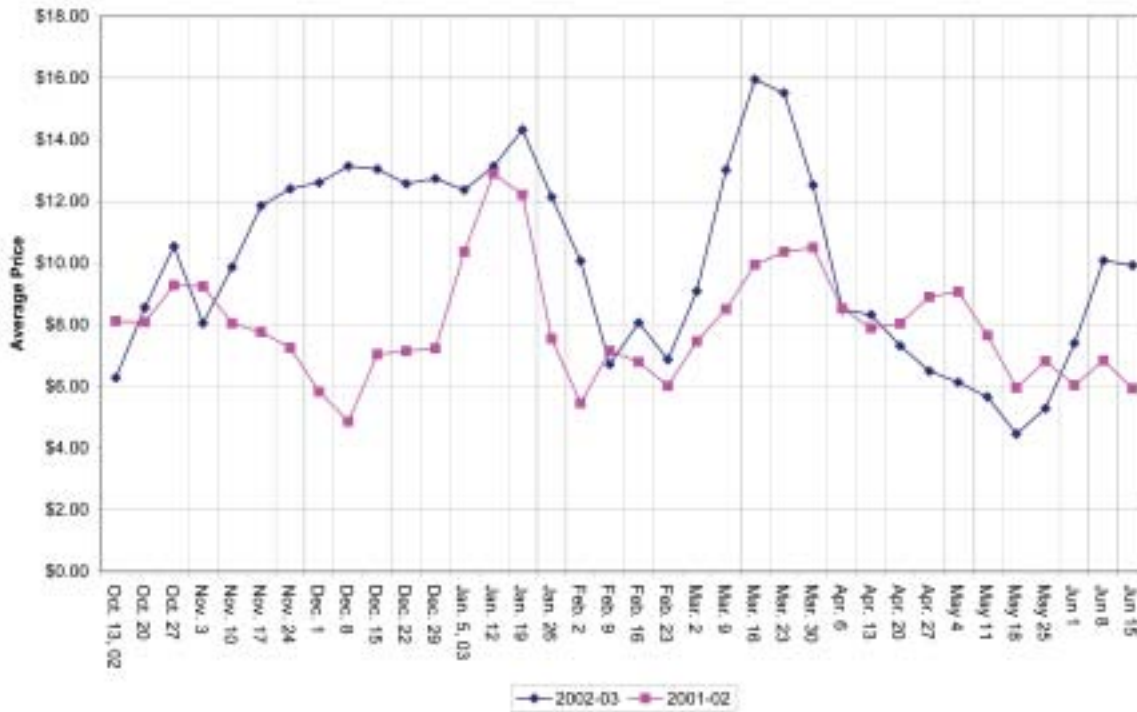
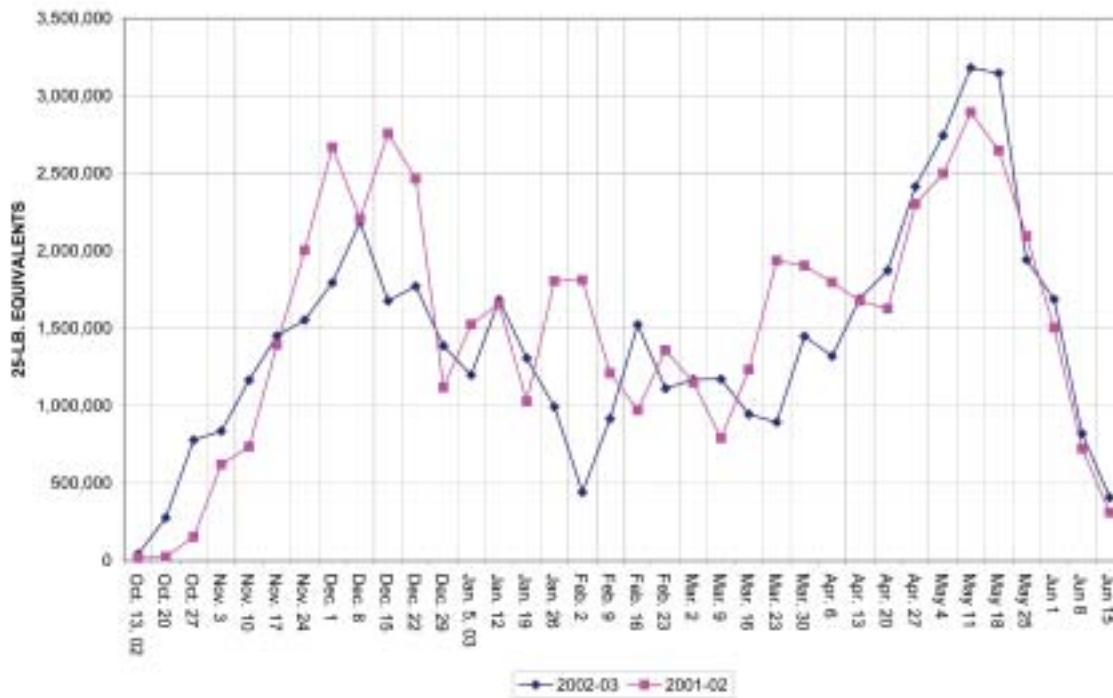


TABLE SEVENTEEN

Week Ending Shipment Comparison 2001-02 vs. 2002-03





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