

April 15, 2020

# **FLORIDA SEASONAL CROP COVID-19 IMPACT ASSESSMENT**



**Florida Department of Agriculture  
and Consumer Services**

Commissioner Nicole "Nikki" Fried  
[FDACS.gov/KeepFloridaGrowing](http://FDACS.gov/KeepFloridaGrowing)

# ESTIMATED CROP LOSS

## \$522.5 Million

**BASED ON PROJECTED LOSSES IN THESE PROFILED CROPS, TOTAL ESTIMATED CROP LOSSES IN FLORIDA THROUGH MID-APRIL 2020 ARE UPWARDS OF \$522.5 MILLION.**

The Florida Seasonal Crop COVID-19 Impact Assessment was assembled utilizing phone interviews with growers on April 15, 2020. It must be noted that markets as well as selling and purchase strategies change rapidly, almost daily, for most crop sectors with the current conditions of the market. Fluctuations for some of the projected figures could be expected.

In addition to domestic crop losses, foreign, unfairly priced high volumes of Mexican imports continue to surge across the border, over-saturating the U.S. market and driving prices below the economical point to harvest, pack, cool and ship the domestic product.

COMMODITY	IMPACT DESCRIPTION	TOP-LINE IMPACT
Lettuce	Growers report that circumstances have driven sales down by at least 60% for the season, with estimates of 75% or more of the crop being passed and plowed under. A conservative value loss estimate for the lettuce industry is \$5-7 million. Some growers still have one month of harvest left to complete and report that a more precise estimate will be available once the season ends in mid-May.	Sales down by at least 60% for the season. Estimates of 75% or more of the crop being passed and plowed under. Loss estimate: \$5-7 million.
Green Beans	Estimated crop loss of green beans ranges from 50-75%, prices have fallen from \$16-18 per box to \$6-8 per box in one week. This crop loss cumulatively could range from 75-100% in Central and North Florida where harvest season has just begun. Industry estimates approach \$40-50 million in overall losses. This crop is approaching heavy scheduled volumes and peak production in coming weeks.	Crop loss ranges from 50-75%, 75-100% in Central and North Florida. Loss estimate: \$40-50 million.
Cabbage	Overall demand for cabbage has fallen to almost zero following the loss of processed product markets for food service. Estimates of crop losses approach \$24 million for the Florida cabbage industry.	Demand has fallen to zero. Loss estimate: \$24 million.
Zucchini & Squash*	Growers are harvesting only where pre-existing contracts are in place or for the purpose of keeping plants alive. With 25% of the product still remaining in fields, prices have dropped from \$28 per box to as low as \$3 per box. Estimated losses on Florida zucchini and squash are \$17 million for each crop. These crops are approaching heavy scheduled volumes and peak production in coming weeks.	Prices have dropped from \$28 per box to as low as \$3 per box. Loss estimate: \$17 million (for each crop).
Peppers*	It is estimated that up to at least 25% of the overall pepper crop has yet to be picked as, growers are harvesting only to cover pre-existing contracts, and then are shutting down production quickly to minimize further losses. Each crop is typically only seeing one to two picks, resulting in approximately 20% of the total pepper business being plowed under this season. Estimated losses are at least \$10 million on Florida peppers.	20% of crop plowed under. Loss estimate: \$10 million.

\*Notes that a crop is facing intensified challenges due to unfair foreign competition.

COMMODITY	IMPACT DESCRIPTION	TOP-LINE IMPACT
Cucumbers*	<p>Many South Florida companies grow cucumbers for the spring market, and 100% of that spring market crop will now be plowed under. Industry estimates approach \$33-38 million in overall losses. This crop is approaching heavy scheduled volumes and peak production in coming weeks.</p>	<p><b>100% of spring market will be plowed under. Loss estimate: \$33-38 million.</b></p>
Sweet Corn	<p>Estimated crop losses for sweet corn are upwards of 50% for this season, representing approximately 10,000 acres and a loss of \$48 million over the spring season. Growers and marketers of Florida sweet corn have seen dramatic increases in stored inventory due to the zeroing out of demand at retail at an early point in their season. This crop is approaching heavy scheduled volumes and peak production during all of April and May.</p>	<p><b>Crop loss upwards of 50%. Loss estimate: \$48 million.</b></p>
Watermelon	<p>To date, an estimated 25% of watermelon plantings have been lost. It is conservatively estimated that 60% of the season's watermelon crop could be lost. If circumstances do not change, that loss could surge up to 75% of the Florida watermelon crop, with a projected monetary loss of approximately \$95 million by the end of the season. This crop is approaching heavy scheduled volumes and peak production in coming weeks.</p>	<p><b>Crop loss upwards of 25%, estimated that 60% could be lost. Loss estimate: \$95 million.</b></p>
Tomatoes	<p>Over end of March, tomato growers were left with approximately 29 million pounds of unsold product, which was left unharvested or packed and left unsold. This loss of demand was exacerbated by lower prices on tomatoes that were sold. Total direct losses, combined with the opportunity cost had COVID-19 not occurred, are estimated at \$32 million for the month of March.</p> <p>The losses in April and May, which are typically the biggest harvest months for tomatoes, are expected to be even worse if the current situation remains unchanged. The crop has already been planted to produce about 300 million pounds in those two months, but demand is estimated to have decreased by 84%. Up to 254 million pounds of tomatoes could be left unharvested. This would represent a loss of about \$51 million, not including any profit that tomatoes normally produce. The opportunity cost of not selling those tomatoes in a normal market environment (using pre-crisis pricing from early March) would be \$82 million. Therefore, the total April-May loss could total \$133 million.</p>	<p><b>March losses with projected April and May losses:</b></p> <p><b>March: \$32 million</b>  <b>April: \$66.5 million</b>  <b>May: \$66.5 million</b></p> <p><b>Total loss estimate: \$165 million.</b></p>

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<b>Blueberries*</b>	To date, approximately 40% of the blueberry crop remains to be harvested. At mid-season, growers report that prices are down at least 35% from previous years. At the beginning of the season, growers expected to harvest a total of 24 million pounds of blueberries, but they now expect to finish the season a few weeks early because of decreased demand and the challenge of Mexican imports flooding the American market. Blueberry sector dollar losses of \$45-50 million are expected for the season.	<b>40% of crop remains to be harvested. Loss estimate: \$45-50 million.</b>
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<b>Radishes</b>	The radish market is experiencing an estimated loss of \$1.5 million this season. Radishes have experienced a significant decrease in demand with the closure of food service marketing channels.	<b>Loss estimate: \$1.5 million.</b>
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