

Subject: Agriculture Finds Place in Urban Economy

Story Summary: Agriculture can be an important component of a local economy even where development and tourism would seem to outweigh it. This was especially evident in Hillsborough County, Florida after the events of 9-11.

TRT: 1:50

Suggested Lead: Agriculture can have a stabilizing effect on the economy in places that rely heavily on tourism and development. Stewart Truelsen reports from Tampa, Florida.

Suggested Supers: Tampa, Florida
@ :02

Dennis Carlton
President, Hillsborough County Farm Bureau
@ :11

Stephen Gran
Manager, Agriculture Industry Development
@ :47

Stewart Truelsen
Reporting
@ 1:40

Agriculture Finds Place In Urban Economy
Stewart Truelsen Reporting
April 25, 2002

<p>Tampa trolley pulls away from stop, Downtown shopping and restaurant area/ Dennis cutting bull out of herd/</p>	<p>VO/ FLORIDA'S ROBUST ECONOMY SLOWED BECAUSE OF THE RECESSION AND EVENTS OF 9-11, BUT IT WOULD HAVE BEEN WORSE WITHOUT AGRICULTURE.</p>
<p>Dennis Carlton President, Hillsborough County Farm Bureau</p>	<p>SOT/ WE HAD SOME PROBLEMS LIKE EVERYBODY, ALL INDUSTRIES DID, BUT IT WAS NOTHING LIKE THE TOURIST INDUSTRY DID AND I THINK THAT HELPS TO SHOW AND SOLIDIFY THE REASONING WHY WE NEED SUCH A SOLID BASE OF AGRICULTURE IN OUR COMMUNITY.</p>
<p>Farmstead and citrus grove/ Strawberries/ zucchini plant/ Grower with Azalea plants/ Aquarium entrance/ Tropical fish farmer netting fish/</p>	<p>VO/ AGRICULTURE IS THE COUNTY'S SINGLE LARGEST INDUSTRY. IT INCLUDES CITRUS, STRAWBERRIES, VEGETABLE CROPS AND FLOWERING PLANTS TO NAME A FEW. TOURISTS VISITING THE FLORIDA AQUARIUM MAY FIND OUT THAT THE FISH THEY HAVE AT HOME WERE RAISED AT NEARBY TROPICAL FISH FARMS.</p>
<p>Pan of zucchini squash field/ Man spraying weeds around palms at tree farm/ Skyline from water/ Man in canoe/</p>	<p>VO/ HILLSBOROUGH COUNTY AND TAMPA RECOGNIZE AND PROMOTE THE BENEFITS OF AGRICULTURE AS THEY DO FOR TOURISM AND THE CONVENTION BUSINESS.</p>
<p>Stephen Gran Manager, Agriculture Industry Development</p>	<p>SOT/ WHEN YOU TALK ABOUT TOURISM, ONE OF THE BIG ACTIVITIES THAT A LOT OF COMMUNITIES TRY TO</p>

	<p>LURE TO THEIR AREA WOULD BE THE SUPER BOWL AND WHEN WE DID OUR ECONOMIC IMPACT STUDY IT SHOWED THAT AGRICULTURE HAD THE SAME ECONOMIC IMPACT AS HAVING A SUPER BOWL. EACH AND EVERY MONTH OF THE YEAR.</p>
<p>Cigar maker / Dennis riding through cattle/</p>	<p>VO/ THE CIGAR INDUSTRY IS NO LONGER A SIGNIFICANT PART OF TAMPA'S ECONOMY. IT'S MOSTLY A FINE TRADITION PRACTICED BY A FEW. BUT AGRICULTURE IS SOMETHING COUNTIES EVERYWHERE MIGHT WANT TO HOLD ON TO.</p>
<p>Stephen Gran</p>	<p>SOT/ THE BEST WAY TO MAINTAIN AGRICULTURE IN YOUR COMMUNITY IS TO FIND WAYS TO MAKE IT PROFITABLE. WE HAVE LOOKED AT MARKETING TECHNIQUES, MARKETING LOCAL AGRICULTURE. OTHER POSSIBILITIES WOULD BE TO LOWER THE COSTS THAT THERE MAY BE IN DEALING WITH REGULATIONS.</p>
<p>Tree farmer/ Magnolias/ Stingray/</p>	<p>VO/ FARMERS WHO GROW TREES AND SHRUBS HAVE SEEN THEIR BUSINESS EXPAND WITH URBAN DEVELOPMENT. BUT THE MARKET FOR STINGRAYS ISN'T GROWING NEARLY AS MUCH. IN TAMPA, I'M STEWART TRUELSEN.</p>
	<p>ANCHOR READ OUT— HILLSBOROUGH COUNTY, FLORIDA IS NUMBER ONE IN THE NATION IN COMMERCIAL PRODUCTION OF TROPICAL FISH.</p>