

Subject: Winter Doesn't Stop Strawberry Supply

Story Summary: Florida strawberries are in season to bring cheer to consumers through the winter.

TRT: 1:51

Suggested Lead: If you eat strawberries in the wintertime, chances are, they come from Hillsborough County, Florida. Tom Steever reports.

Suggested Supers: Hillsborough County, Florida
@ :04

Carl Grooms
Florida Strawberry Grower
@ :11

Chip Hinton
Florida Strawberry Growers Assn.
@ :23

Mike Lott
Florida Strawberry Grower
@ :39

Rep. Mike Bilirakis
(R-Fla.)
@ 1:11

Tom Steever
Reporting
@ 1:25

Anchor Tag: More strawberry information is available on the web at www.straw-berry.org (straw-hyphen-berry.org).

Winter Doesn't Stop Strawberry Supply
Tom Steever Reporting
January 21, 2003

<p>C/u strawberries</p> <p>M/s growers show strawberries</p> <p>C/u strawberries</p>	<p>VO/ SHOPPERS FULLY EXPECT FRESH PRODUCE YEAR-ROUND. IT'S TRUE EVEN FOR DELICATE STRAWBERRIES. THANKS TO GROWERS IN THIS PART OF FLORIDA, THEY'RE ALWAYS AVAILABLE.</p>
<p>Carl Grooms Florida Strawberry Grower</p>	<p>SOT/ WELL, DURING THE WINTER MONTHS, THE EARLY WINTER MONTHS, LIKE NOVEMBER, DECEMBER, JANUARY, THE MAJORITY OF 'EM'S COMING FROM RIGHT HERE OUT OF PLANT CITY, THIS LITTLE OL' TOWN, WHICH WAS NOTED ON THE MAP YEARS AGO AS THE WINTER STRAWBERRY CAPITOL OF THE WORLD.</p>
<p>Chip Hinton Florida Strawberry Growers Assn.</p>	<p>SOT/ WE PRODUCE BETWEEN EIGHTY AND NINETY PERCENT OF THE WINTER STRAWBERRIES. SO THE PERIOD FROM ROUGHLY THANKSGIVING TO EASTER, WE PRODUCE THE MAJORITY OF BERRIES IN THE UNITED STATES.</p>
<p>Pullback from housing development to reveal farm sign</p>	<p>VO/ IN MANY CASES, THE BERRIES ARE GROWN IN CLOSE PROXIMITY TO NEIGHBORS WHO ACTUALLY PAID A PREMIUM TO LIVE BY THE FIELDS.</p>
<p>Mike Lott Florida Strawberry Grower</p>	<p>SOT/ WELL, MOST OF THE NEIGHBORS HERE CHOSE TO LIVE NEXT TO THE FARM; THEY BOUGHT THEIR LOTS AS FARM FRONT PROPERTY.</p>
<p>Hinton sot</p> <p>Pan of houses by strawberry fields</p>	<p>SOT/ AND WHAT HAS HAPPENED IS WE HAVE FOUND THAT THERE IS NOT ONLY AN OPPORTUNITY FOR SURVIVAL IN AN URBAN</p>

	COMMUNITY, IN CERTAIN CASES THERE'S A SYNERGISTIC RELATIONSHIP BETWEEN PEOPLE AND AGRICULTURE.
Growers meet with Rep. Bilirakis	VO/ THEY'RE NOT A LARGE VOTING BLOCK BUT GROWERS TAKE TIME TO LOBBY SUPPORT FROM THEIR WASHINGTON REPRESENTATIVE HOPING TO EASE AN IMPENDING BAN ON THE SOIL FUMIGANT, METHYL BROMIDE. GROWERS CONSIDER IT ESSENTIAL TO RAISING STRAWBERRIES.
Rep. Mike Bilirakis (R-Fla.)	SOT/ I REPRESENT THESE GREAT FARMERS HERE IN PLANT CITY AND WE'RE GOING TO DO THE BEST THAT WE CAN FOR THEM IN SPITE OF THE FACT THAT WE DON'T HAVE THE CLOUT THAT IN GENERAL, YOU KNOW, THE FARMING COMMUNITY HAS IN THE CONGRESS.
Pullback of strawberry pickers	VO/ BUT GROWERS ARE EXPANDING ACREAGE – FOR THE EXTRA CASH FLOW, AND ALSO FOR VERY BASIC REASONS.
Grooms sot Carl Grooms eats strawberry	SOT/ I LIKE TO EAT THEM. THEY'RE NICE TO EAT ALL THE TIME AND I'M FORTUNATE THAT ABOUT SEVEN, EIGHT MONTHS OUT OF THE YEAR I CAN REACH DOWN AND PICK ME A STRAWBERRY AND EAT IT RIGHT OFF THE BUSH AND I LOVE THEM.
Berry pickers Young boy picks, eats strawberry	VO/ BECAUSE OF THAT, CONSUMERS ACROSS THE COUNTRY CAN ENJOY STRAWBERRIES AT ANY TIME OF THE YEAR. IN HILLSBOROUGH COUNTY, FLORIDA, I'M TOM STEEVER.