



Market Resilience and Agricultural Trade

January 2022 Round Table Meeting



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Market Resilience and Agricultural Trade

Mike Joyner
Florida Fruit & Vegetable Association
Farm Foundation Round Table - January 2022
January 13, 2022



Florida Agriculture

- Florida ranks first in the nation in the value of production for bell peppers for fresh market, grapefruit, oranges, sugarcane, fresh market tomatoes and watermelons.
- Florida ranks second in the nation in the value of production for bell peppers, fresh market sweet corn and strawberries.
- Florida ranks third in the nation in the value of production for fresh market cabbage, peanuts and squash.
- Florida's industry is essential in feeding Americans fresh, healthy U.S.-grown produce from November through late spring.

Source: Florida Department of Agriculture and Consumer Services



Impacts of the North American Free Trade Agreement (NAFTA)



Impacts

- **1999** – Five years after signing NAFTA, Florida specialty crop production value was 44% higher than the value of specialty crop imports from Mexico.
- **2014** – Ten years after signing NAFTA, the value of specialty crop imports from Mexico was 198% higher than the value of production for Florida specialty crops.
- **580%** - Increase in value of Mexican ag imports from 2000-2020 (\$2.3 billion to \$15.71 billion); 34.2% average growth per year over the last 5 years.

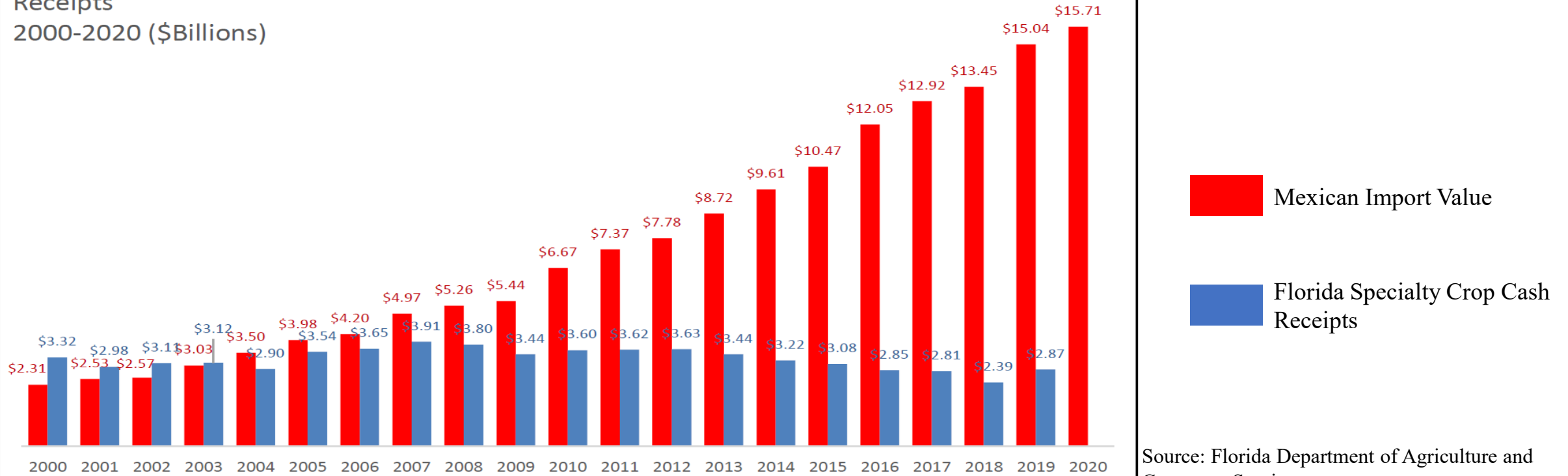
Source: Florida Department of Agriculture and Consumer Services



Impacts of the North American Free Trade Agreement (NAFTA)



Specialty Crop Imports from Mexico and Florida Specialty Crop Cash Receipts
2000-2020 (\$Billions)



Source: Florida Department of Agriculture and Consumer Services



Impacts of the North American Free Trade Agreement (NAFTA) – Bell Peppers

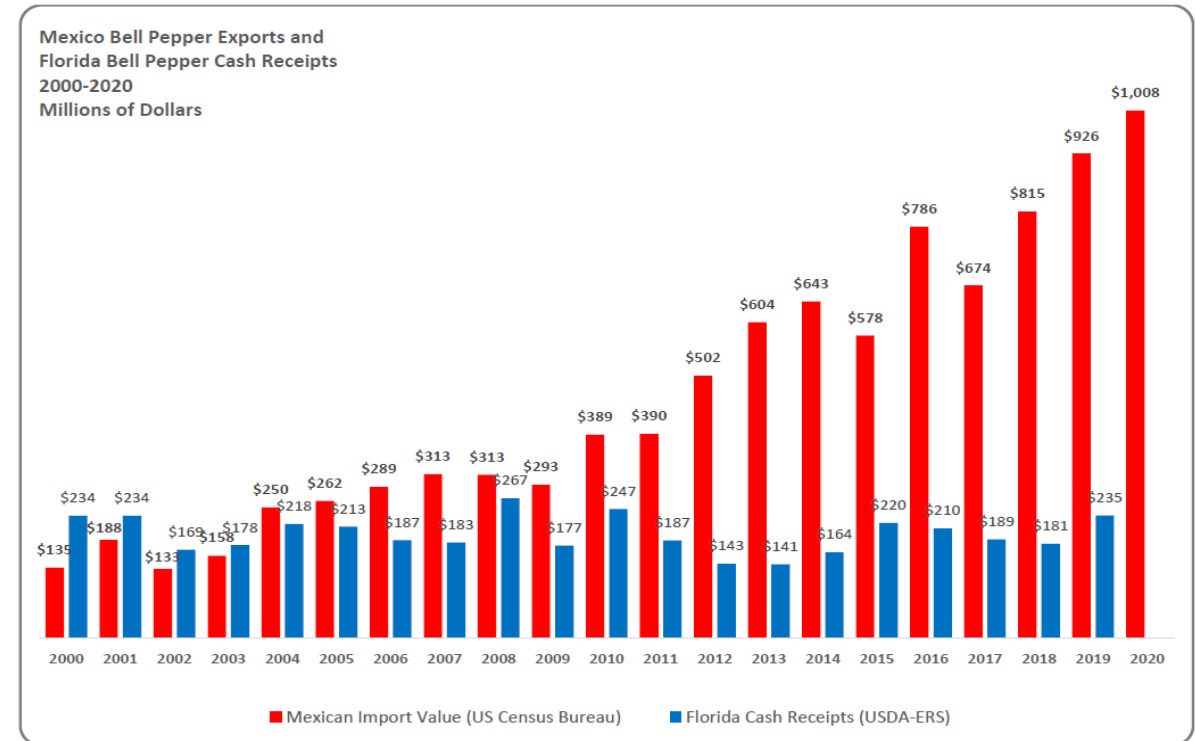


Historical value of Florida production and Mexican bell pepper exports to the U.S.

Impacts – Bell Peppers

- **648%:** Expansion of the value of Mexican product from 2000 to 2020
- **\$797 million:** Mexican average value exported from 2015-2020
- **0.4%:** Expansion of the value of Florida product from 2000 to 2019
- **\$207 million:** Florida average production value from 2015-2019

Source: Florida Department of Agriculture and Consumer Services



Impacts of the North American Free Trade Agreement (NAFTA) – Tomatoes

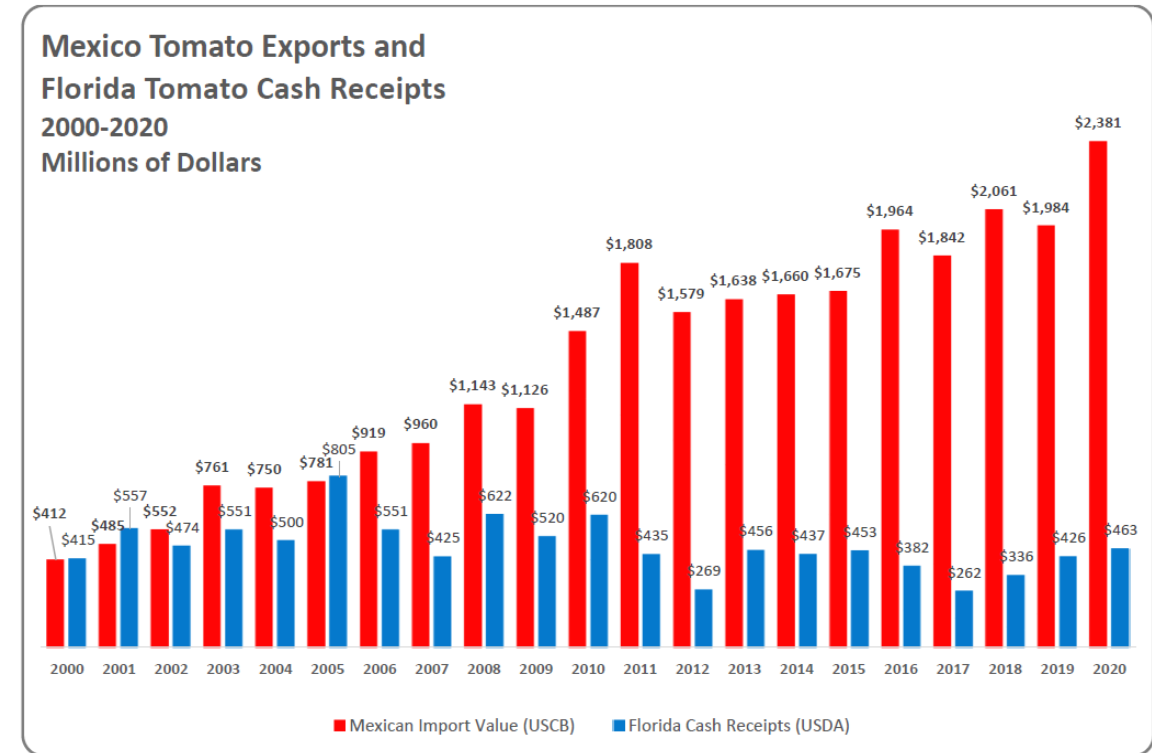


Impacts - Tomatoes

- **478%:** Expansion of the value of Mexican product from 2000 to 2020
- **\$1.987 billion:** Mexican average value exported from 2015-2020
- **3.4%:** Increase in the value of Florida product from 2000 to 2019
- **\$377.1 million:** Florida average production value from 2015-2020

Source: Florida Department of Agriculture and Consumer Services

Historical value of Florida production and Mexican tomato (rounds) exports to the U.S.



Impacts of the North American Free Trade Agreement (NAFTA)



Mexico's Unfair Trade Practices

- Significant government subsidies

“As of 2018, there were about 126,000 acres of protected agriculture in that country. That’s a big jump from the 325 acres planted in 2003.”

Source: The Packer, Tom Burfield, September 17, 2019

- Prices well below the cost of production
- Low labor wages



NAFTA and USMCA

Conclusion

- Florida's fresh-produce industry is in deep crisis.
- Soaring volumes of unfairly priced produce imported from foreign countries continue to devastate our growers, and others across the country.
- *Immediate, effective and enforceable* solutions are needed now to restore market fairness for U.S. producers of fresh fruits and vegetables.



Thank You



Question and Answer Session

How to Pose a Question:

- **Approach a mic stand**
- **If you prefer to remain seated, raise your hand and a staff member will bring a mic to you**
- **Or use the “Ask a Question” function on the Round Table app**



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