



# COUNTRY PROFILES

## USA

### FLORIDA STATE

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Table of content .....	Page
1. INTRODUCTION .....	5
2. DEMOGRAPHICS.....	5
2.1 Geography.....	6
Area .....	6
Table 1: Area and description .....	6
Land boundaries.....	6
Coastline.....	7
Climate .....	7
Terrain .....	8
Elevation extremes .....	8
Natural resources.....	8
2.2 People and Society.....	9
Ethnic groups .....	10
Languages.....	10
Religions.....	11
Population.....	11
Total .....	11
Age structure.....	11
Median age .....	11
Population growth rate.....	11
Birth rate .....	11
Death rate .....	12
Life expectancy at birth.....	12
Literacy.....	12
School life expectancy (primary to tertiary education) .....	12
Urbanisation.....	12
Net migration rate .....	13
2.3 Infrastructure.....	13
Telecommunications.....	13
Internet users.....	13
Airports .....	13
Railways .....	14

Roadways .....	14
Waterways .....	15
Ports and terminals.....	15
2.4 Environment.....	15
Current issues .....	15
3. GOVERNMENT.....	16
Government type.....	16
Capital .....	16
Disputes - international .....	16
Refugees and internally displaced persons.....	17
Illicit drugs.....	17
Corruption.....	17
4. ECONOMIC SITUATION .....	17
Gross State Product (GSP).....	18
GSP - real growth rate.....	19
GSP - per capita (PPP) .....	19
Industries .....	19
Labor force - by occupation .....	19
Table 8: Labor Force & Employment.....	19
Unemployment rate.....	20
Distribution of family income - Gini index .....	20
Exports .....	20
Exports – commodities .....	20
Exports – partners.....	20
Export markets.....	21
Imports.....	21
Imports – commodities .....	21
Imports – partners .....	21
Commercial bank prime lending rate .....	22
Inflation rate (consumer prices) .....	22
5. AGRICULTURE.....	22
Land use .....	22
Total renewable water resources .....	22
Freshwater withdrawal (domestic/industrial/agricultural) .....	23

6.	WINE INDUSTRY .....	23
6.1	Area under vines .....	23
6.2	Production.....	26
6.3	Wine industry structure .....	26
6.3.1	Wineries .....	26
6.3.2	Laws and regulations .....	29
6.3.3	Florida Grape Growers' Association (FGGA) .....	29
6.3.4	University of Florida Institute of Food and Agricultural Sciences.....	30
6.4	Consumers .....	30
7.	CONCLUSION.....	31

## 1. INTRODUCTION

Florida is a state in the south-eastern corner of the USA bordered to the east by Alabama, Georgia to the north, the Gulf of Mexico to the west and the Atlantic Ocean to the east. Covering 170,000 square km of land between latitudes 24°N and 31°N, the region is a similar distance from the Equator as Baja California in Mexico and the deserts of the Middle East. Although it may seem unlikely that this hot, humid state would be able to support viticulture, Florida does have a burgeoning wine industry.

Florida's wine history predates California's by a number of years: Spanish missionaries arrived on the Floridian peninsula in the 16<sup>th</sup> century and planted vineyards to make sacramental wines. Despite this long history of viticulture, the Florida industry enjoyed little success until a few decades ago. Generations of Floridians (with the inevitable hiatus during Prohibition) had experimented with grape varieties in search of vines that would thrive in their state's climate. *Vitis vinifera* plants proved time and time again that they were not suited to the hot, humid conditions, succumbing to both Pierce's disease and fungal problems such as downy mildew and black rot.

The Florida Grape Growers Association was established in 1923. In the 1930s, researchers at the University of Florida helped develop new hybrid grape varieties specifically suited for Florida's climate, including Stover, Blanc Du Bois, Suwanee and Miss Blanc after looking into the problem and creating hybrid varieties from the thick-skinned Muscadine family of grapes native to the south-eastern US. When these were crossed with *Vitis rotundifolia*, the researchers were able to create disease-resistant grapes without the thick skin normally associated with robustness. Blanc du Bois, Miss Blanc and Suwanee are the vines of choice in Florida and provide a steadily increasing flow of wine for the millions of tourists who frequent the state's coastal resorts.

Not only does Florida have wineries harvesting muscadines and carambolas and creating merlots and sparkling vintages, but there are also wineries that specialize in citrus and berry flavours. Various fruit wines are made in Florida, from fruits as far ranging as bananas, blueberries and oranges<sup>i</sup>. For example, as early as 1991 Florida Orange Groves Winery began to develop wines made from 100% tropical fruit. Thanks to their efforts the term Florida Wine now encompasses varieties like mango, key lime, orange, grapefruit, blueberry and strawberry. Following in the footsteps of Florida Orange Groves Winery are several other wineries located in Florida now experimenting with tropical fruits. There is no designated American Viticultural Areas (AVA) in Florida.

## 2. DEMOGRAPHICS

## 2.1 Geography

### Area

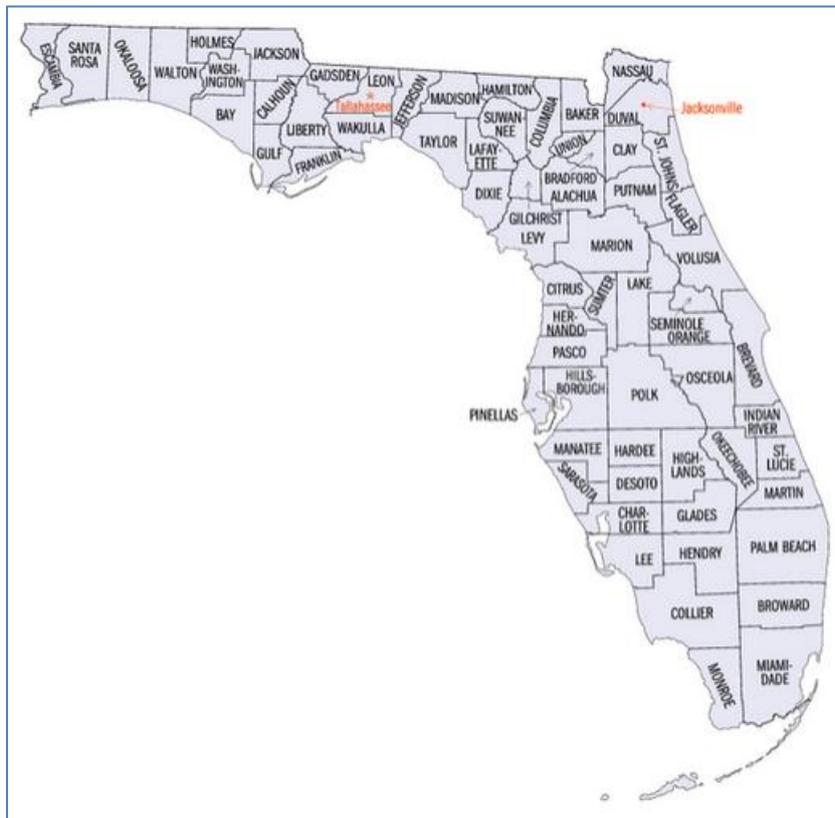
**Table 1: Area and description**

Total	170 304 km <sup>2</sup>
Width	582 km
Length	721 km
% water	17.9
Latitude	24° 27' N to 31° 00' N
Longitude	80° 02' W to 87° 38' W

### Land boundaries

Much of the state of Florida is situated on a peninsula between the Gulf of Mexico, the Atlantic Ocean and the Straits of Florida. Spanning two time zones, it extends to the northwest into a panhandle. It is near several Caribbean countries, particularly The Bahamas and Cuba.

**Figure 1: Florida counties<sup>ii</sup>**



## Coastline

There are approximately 1 300 km of coastal shipping lanes. Florida's geographic location positions it well for waterborne movement with a coastline of 2 172 km, the longest of the continental states outside of Alaska.

## Climate

The climate of Florida is tempered somewhat by the fact that no part of the state is distant from the ocean. North of Lake Okeechobee, the prevalent climate is humid subtropical while coastal areas south of the lake (including the Florida Keys) have a true tropical climate. Mean high temperatures for late July are primarily in the low 32–34 °C. Mean low temperatures for early to mid-January range from the low 4–7 °C in northern Florida to above 16 C from Miami on southward. With an average daily temperature of 21.5 C, it is the warmest state in the USA.

In the summer, high temperatures in the state seldom exceed 38°C. Several record cold maxima have been in the –1 to 4 C and record lows have been in the range of –12 to –7°C. These temperatures normally extend at most a few days at a time in the northern and central parts of Florida. Southern Florida, however, rarely encounters freezing temperatures. The hottest temperature ever recorded in Florida was 43°C, which was set on June 29, 1931 in Monticello. The coldest temperature was –19°C, on February 13, 1899, 40 km away, in Tallahassee.

**Table 2: Average High and Low temperatures for various Florida Cities**

City	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Jacksonville	65/42	68/45	74/50	79/55	86/63	90/70	92/73	91/73	87/69	80/61	74/51	67/44
Miami	76/60	78/62	80/65	83/68	87/73	89/76	91/77	91/77	89/76	86/73	82/68	78/63
Orlando	71/49	74/52	78/56	83/60	88/66	91/72	92/74	92/74	90/73	85/66	78/59	73/52
Pensacola	61/43	64/46	70/51	76/58	84/66	89/72	90/74	90/74	87/70	80/60	70/50	63/45
Tallahassee	64/39	68/42	74/47	80/52	87/62	91/70	92/72	92/72	89/68	82/57	73/48	66/41
Tampa	70/51	73/54	77/58	81/62	88/69	90/74	90/75	91/76	89/74	85/67	78/60	72/54

Florida's nickname is the Sunshine State, but severe weather is a common occurrence in the state. Central Florida is known as the lightning capital of the United States, as it experiences more lightning strikes than anywhere else in the country. Florida has one of the highest average precipitation levels of any state, in large part because afternoon thunderstorms are common in much of the state from late spring until early autumn. A narrow eastern part of the state including Orlando and Jacksonville receives between 2,400 and 2,800 hours of sunshine annually. The rest of the state, including Miami, receives between 2,800 and 3,200 hours annually. Hurricanes pose a severe threat each year during the June to November hurricane season, particularly from August to October. Florida is the most hurricane-prone state, with subtropical or tropical water on a lengthy coastline.

## Terrain

Florida is one of the largest states east of the Mississippi River. Only Alaska and Michigan are larger in water area. The water boundary is 5.6 km offshore in the Atlantic Ocean and 17 km offshore in the Gulf of Mexico. However some places such as Clearwater have promontories that rise 15 to 30 m above the water. Much of Central and North Florida, typically 40 km or more away from the coastline, have rolling hills with elevations ranging from 30 to 76 m.

## Elevation extremes

At 105 m above mean sea level, Britton Hill is the highest point in Florida and the lowest highpoint of any US state. Much of the state south of Orlando lies at a lower elevation than northern Florida, and is fairly level. Much of the state is at or near sea level.

**Table 3: Elevation**

Highest point	Britton Hill 105 m
Mean	30 m
Lowest point	Atlantic Ocean sea level

## Precipitation

There is a defined rainy season from May through October (summer), when air mass thundershowers that build in the heat of the day, drop heavy but brief summer rainfall. Late summer and early autumn bring decaying tropical lows (and occasionally land falling tropical cyclones) that also add to the seasonally heavy high sun rains. Around late October the dry season sets in across much of Florida and lasts until late April in most years. Occasionally, fronts sweep through the northern and central parts of the state which brings some light rainfall winter rainfall, but winter is often quite dry and sunny in much of Florida. On average, most areas of Florida do not experience any type of frozen precipitation, a few areas in north Florida can see a fleeting period of snow or sleet a few times each decade. During El Niño, Florida sees greater rainfall between November and March.

## Natural resources

Florida's water resources and climate contribute a great deal to the state's overall economic progress. Florida has almost 9 700 square km of water. These water resources include 2 105 square km of coastal waters and 7 500 square km of inland waters.

Florida's water resources support a strong fishing industry. There are more than 400 fish processing and wholesaling plants in the state, employing almost 5 000 people annually. More than 53 million kg of fish and other seafood are caught each year by Florida fishers, producing a total catch worth more than US\$207 million. A large portion of the total value in the fishing industry comes from the harvest of lobsters, shrimp, clams, and grouper. Other important commercial fish are mackerel and tuna. Freshwater fishing is also very important in the state, and a large portion of the state's catfish come from Lake Okeechobee and the St. Johns River.

The state is divided into five water management areas. Each division has responsibility over the lakes, rivers, and other water resources within its jurisdiction. The three major uses of the water supply in each division are general public use (water for the home), commercial/industrial use, and agricultural irrigation.

Florida has a rich variety of mineral and forest resources. The two leading mineral products of the state are phosphates and petroleum. Non-fuel mineral production in Florida totalled more than US\$1.5 billion per year in the late 1990s. Phosphates are minerals that can be ground up and used as fertilizer. Much of the phosphate mining in Florida is around Tampa and in Hamilton County. Petroleum and natural gas production ranks second behind phosphate mining in the state.

Florida's forests provide a variety of softwood and hardwood trees. More than 5.4 million hectares are classified as commercial forestland. The estimated growth of trees on this land is over 15 billion cubic feet (424752699 cubic meters) of wood. About half of the commercial forestland is owned by private companies. The Division of Forestry operates 35 state forests covering more than 263 000 hectares.

One of the major goals of both private owners and the government is to renew Florida's forest growth on an on-going basis. More than 125 million seedlings are planted in Florida every year.

Florida's state park system has expanded to one of the largest and most heavily used systems in the country. Containing over 242 000 hectares in more than 157 separate units, the state park system today represents a major commitment by the State of Florida to the preservation of its scenic resources and provision of outstanding recreation opportunities for its people.

## **2.2 People and Society**

The US Census Bureau estimates that the population of Florida was 19,893,297 on July 1, 2014, a 5.81% increase since the 2010 US Census, surpassing the population of the state of New York for the first time. In 2010, the center of population of Florida was located between Fort Meade and Frostproof. The center of

population has moved less than 8 km to the east and approximately 1.6 km to the north between 1980 and 2010 and has been located in Polk County since the 1960 census.

### Ethnic groups

**Table 4: Racial Breakdown of Population** <sup>iii</sup>

	<b>Number</b>	<b>Percent</b>
<b>Total population</b>	19,893,297	97.6
White	12,465,029	78.0
Black or African American	2,335,505	14.6
American Indian and Alaska Native	53,541	0.3
Asian	266,256	1.7
Asian Indian	70,740	0.4
Chinese	46,368	0.3
Filipino	54,310	0.3
Japanese	10,897	0.1
Korean	19,139	0.1
Vietnamese	33,190	0.2
Other Asian	31,612	0.2
Native Hawaiian and Other Pacific Islander	8,625	0.1
Native Hawaiian	2,131	0.0
Guamanian or Chamorro	2,319	0.0
Samoan	1,232	0.0
Other Pacific Islander	2,943	0.0
Some other race	477,107	3.0
Two or more races	376,315	2.4

### Languages

- 73% — English
- 20% — Spanish
- 2% — French Creole
- No other language is spoken by more than 1% of the state's population

The most common accent throughout Florida is general American English, but there are a variety of English language accents and dialects in Florida. Southern accents are common in northern Florida, while due to

migration patterns, the east coast of Florida has a north-eastern accent and the west coast of Florida has a Midwestern accent.

### Religions

In 2010, the three largest denominational groups in Florida were the Catholic Church, the Southern Baptist Convention, and the United Methodist Church. Florida is mostly Protestant, but Roman Catholicism is the single largest denomination in the state, due in significant part to the state's large Hispanic population. There is also a sizable Jewish community, located mainly in South Florida; this is the largest Jewish population in the South and the third largest in the country behind New York and California. Florida's current religious affiliations include Protestants at 48%, Roman Catholics at 26%, Jews at 3%, Jehovah's Witnesses at 1%, Muslim at 1%, Orthodox at 1%, Buddhists at 0.5% and Hindus at 0.5%. Atheists, deists, and other non-religious people compose 16% of Florida's population.

### Population

#### Total

19,893,297 (2014 est)

#### Age structure

Florida contains the highest percentage of people over 65 (17%) (see figure 2).

#### Median age

38.7<sup>iv</sup>

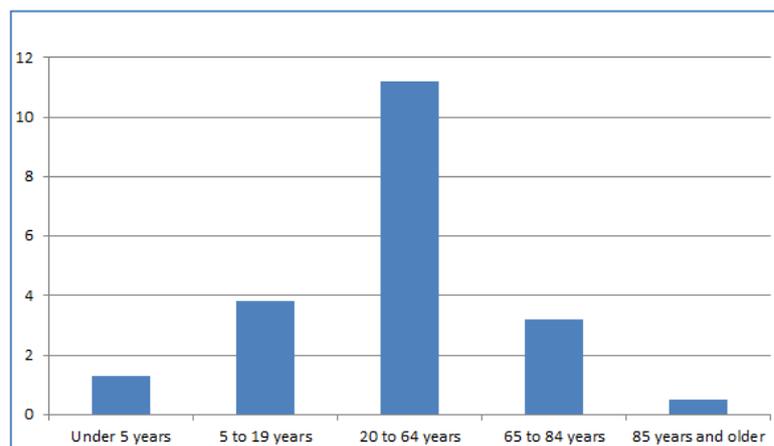


Figure 2: Age structure, 2013

#### Population growth rate

Florida was the seventh fastest-growing state in the US in the 12-month period ending July 1, 2012.

#### Birth rate

11% (all races)<sup>v</sup>

## Death rate

The overall resident death rate per 100,000 population increased slightly from 923.5 in 2012 to 931.8 in 2013.<sup>vi</sup>

## Life expectancy at birth

79.4<sup>vii</sup>

## Literacy

More than 2.6 million adults in Florida— or 20% of those 16 and older — lack most basic reading skills. In 2014, demand has risen in recent months for Florida high school students to receive an improved education in financial literacy.

## School life expectancy (primary to tertiary education)

Florida's high school graduation rate increased by 0.5 percentage points over the last year and has increased significantly during the past ten years. The rate rose from 59.2% in 2003-04 to 76.1% in 2013-14.<sup>viii</sup>

## Urbanisation

The legal name in Florida for a city, town or village is "municipality". In Florida there is no legal difference between towns, villages and cities. In 2012, 75% of the population lived within 16 km of the coastline.

**Table 5: Largest cities or towns of Florida**

Rank	Name	County	Pop.
1	Jacksonville	Duval	842,583
2	Miami	Miami-Dade	417,650
3	Tampa	Hillsborough	352,957
4	Orlando	Orange	255,483
5	St. Petersburg	Pinellas	249,688
6	Hialeah	Miami-Dade	233,394
7	Tallahassee	Leon	186,411
8	Fort Lauderdale	Broward	172,389
9	Port St. Lucie	St. Lucie	171,016
10	Cape Coral	Lee	165,831

The largest metropolitan area in the state as well as the entire south-eastern US is the Miami metropolitan area, with about 5.8 million people. The Tampa Bay Area, with over 2.8 million people, is the second largest; the Orlando metropolitan area, with over 2.2 million people, is the third; and the Jacksonville metropolitan area, with over 1.3 million people, is fourth. Florida has 22 Metropolitan Statistical Areas (MSAs) defined by the US Office of Management and Budget (OMB). 43 of Florida's 67 counties are in a MSA.

**Net migration rate**

About two-thirds of the population was born in another state, the second highest in the country. In 2010, illegal immigrants constituted an estimated 5.7% of the population. This was the sixth highest percentage of any state in the country. There were an estimated 675 000 illegal immigrants in the state in 2010.

**2.3 Infrastructure**

**Telecommunications**

Florida is recognised as one of the top five telecom hubs in the world. The Network Access Point (NAP) in Miami serves as a major switching station for Internet traffic coming to and from Latin America, while other high-speed networks, such as the Florida Lambda Rail and LA Grid facilitate R&D efforts. In addition, Florida has some of the fastest and most widely available wireless networks.

**Internet users**

Internet users as a share of the population: 57.7%<sup>ix</sup>

**Airports**

Florida has 131 public airports. Florida's seven large hub and medium hub airports, as classified by the FAA, are the following:

**Table 6: Airports**

City served	Airport name
Miami	Miami International Airport
Orlando	Orlando International Airport
Fort Lauderdale	Fort Lauderdale–Hollywood Int'l Airport
Tampa	Tampa International Airport
Fort Myers	Southwest Florida International Airport

City served	Airport name
West Palm Beach	Palm Beach International Airport
Jacksonville	Jacksonville International Airport

### Railways

Florida is served by Amtrak, operating numerous lines throughout, connecting the state's largest cities to points north in the US and Canada. The busiest Amtrak train stations in Florida are Sanford, Orlando, Tampa Union Station, Miami and Jacksonville. Sanford, in Greater Orlando, is the southern terminus of the Auto Train, which originates at Lorton, Virginia, south of Washington, DC. Until 2005, Orlando was also the eastern terminus of the Sunset Limited, which travels across the southern US via New Orleans, Houston, and San Antonio to its western terminus of Los Angeles. Florida is served by two additional Amtrak trains (the Silver Star and the Silver Meteor), which operate between New York City and Miami. Miami Central Station, the city's rapid transit, commuter rail, intercity rail, and bus hub, is under construction.

The Florida Department of Transportation was preparing to build a high-speed rail between Tampa, Lakeland and Orlando. This was to be the first phase of the Florida High Speed Rail system. Soil work began in July 2010 and construction of the line was slated to begin in 2011, with the initial Tampa-Orlando phase completed by 2014. The second phase would have extended the line to Miami. Governor Scott, however, refused federal funds and the project has been cancelled. All Aboard Florida is a proposed higher-speed rail service that would run between Orlando and Miami. Its Miami to Cocoa portion is scheduled to open in 2016, with the final segment to Orlando opening in 2017.

### Roadways

Florida's highway system contains 2 371 km of interstate highway, and 15 987 km of non-interstate highway, such as state highways and US Highways. Florida's interstates, state highways, and US Highways are maintained by the Florida Department of Transportation. In 2011, there were about 9 000 retail gas stations in the state. Floridians consume 21 million gallons of gasoline daily, ranking it third in national use. Motorists have the 45<sup>th</sup> lowest rate of car insurance in the country. 24% are uninsured.

Drivers between 15 and 19 years of age averaged 364 car crashes a year per ten thousand licensed Florida drivers in 2010. Drivers 70 and older averaged 95 per 10 000 during the same time frame. Before the construction of routes under the Federal Aid Highway Act of 1956, Florida began construction of a long cross-state toll road, Florida's Turnpike. The first section, from Fort Pierce south to the Golden Glades Interchange was completed in 1957. After a second section north through Orlando to Wildwood (near present-day The Villages), and a southward extension around Miami to Homestead, it was finished in 1974.

## **Waterways**

Waterborne commerce plays an important role in Florida. It ranked fifth in the nation for total waterborne tonnage moved, carrying over 128 million tons in 2006. Over 66 million of these tons were in foreign trade with the top five foreign trading partners being Brazil, Japan, Germany, Venezuela, and China (Mainland). In the same year, more than 61 million tons in domestic trade were transported with the top five domestic trading partners being Louisiana, Texas, Alabama, Mississippi, and Puerto Rico. Florida has 1 540 navigable miles of intra-coastal and inland waterways, many that could potentially be used for commercial activity.

## **Ports and terminals**

Florida's 15 public seaports continue to drive Florida's economy. Eleven are container operations. Currently, Florida seaports generate more than 680 000 direct and indirect jobs and contribute US\$96 billion in economic value to the state through cargo and cruise activities. Florida maritime activities account for approximately 13% of Florida's Gross Domestic Product while contributing US\$2.4 billion in state and local taxes. Cruise industry activities affect virtually every industry in the country and the state, alone generating 130,000 jobs and US\$5.8 billion in wages for Florida workers. Florida is also the center of the growing cruise industry leading the world in domestic and international embarkments for multi-day cruises.

## **2.4 Environment**

### **Current issues**

Florida is a low per capita energy user. It is estimated that approximately 4% of energy in the state is generated through renewable resources. Florida's energy production is 6% of the nation's total energy output, while total production of pollutants is lower, with figures of 5.6% for nitrogen oxide, 5.1% for carbon dioxide, and 3.5% for sulphur dioxide. All potable water resources have been controlled by the state government through five regional water authorities since 1972.

Red tide has been an issue on the southwest coast of Florida, as well as other areas. While there has been a great deal of conjecture over the cause of the toxic algae bloom, there is no evidence that it is being caused by pollution or that there has been an increase in the duration or frequency of red tides.

The Florida panther is close to extinction. A record 23 were killed in 2009 predominately by automobile collisions, leaving about 100 individuals in the wild. The Center for Biological Diversity and others have therefore called for a special protected area for the panther to be established. Manatees are also dying at a rate higher than their reproduction.

Much of Florida has an elevation of less than 3.7 meters, including populated areas such as Miami which are located on the coast. Miami and other parts of south Florida are the most vulnerable regions in the world to rising sea levels associated with global warming. The Atlantic beaches that are vital to the state's economy are being washed out to sea due to rising sea levels caused by climate change and the state is running out of accessible offshore sand reserves.

The Florida peninsula is a porous plateau of karst limestone sitting atop bedrock known as the Florida Platform. The largest deposits of potash in the US are found in Florida. Extended systems of underwater caves, sinkholes and springs are found throughout the state and supply most of the water used by residents. The limestone is topped with sandy soils deposited as ancient beaches over millions of years as global sea levels rose and fell. During the last glacial period, lower sea levels and a drier climate revealed a much wider peninsula, largely savannah. The Everglades, an enormously wide, slow-flowing river encompasses the southern tip of the peninsula. Sinkhole damage claims on property in the state exceeded a total of US\$2 billion from 2006 through 2010. Earthquakes are rare because Florida is not located near any tectonic plate boundaries.

### **3. GOVERNMENT**

#### **Government type**

The basic structure, duties, function, and operations of the government of the state of Florida are defined and established by the Florida Constitution, which establishes the basic law of the state and guarantees various rights and freedoms of the people. The state government consists of three separate branches: judicial, executive, and legislative. The legislature enacts bills, which, if signed by the governor, become law.

The Florida Legislature comprises the Florida Senate, which has 40 members, and the Florida House of Representatives, which has 120 members. The Florida Supreme Court consists of a Chief Justice and six Justices. Florida has 67 counties. Some reference materials may show only 66 because Duval County is consolidated with the City of Jacksonville. There are 379 cities in Florida (out of 411) that report regularly to the Florida Department of Revenue, but there are other incorporated municipalities that do not. The state government's primary source of revenue is sales tax. Florida does not impose a personal income tax. The primary revenue source for cities and counties is property tax.

#### **Capital**

Tallahassee

#### **Disputes - international**

None

### **Refugees and internally displaced persons**

Florida is a national leader in refugee resettlement, receiving the largest number of participants in the US Refugee Resettlement Program. The state received a two-year total (based on the Federal Fiscal Year 2013 Social Service Formula Allocations) of 43 184 participants, while California received 16 714, Texas received 15 002, and New York received 8 879.

### **Refugees (country of origin)**

The majority of participants who resettle in Florida originate from Cuba (28 942), Haiti (471), Iraq (474), Burma (381), Egypt (252) or Venezuela (194). Most of Florida's new arrivals are Cuban entrants or Haitian parolees. Of the 67 counties in Florida, approximately 40 receive refugees on a regular basis. Geographically, new arrivals tend to resettle more frequently in one of nine following Florida counties: Miami-Dade, Hillsborough, Duval, Palm Beach, Broward, Orange, Collier, Lee, or Pinellas.

### **Illicit drugs**

The US Department of Health and Human Services found in a 2009 survey that about 8.7% of the population aged 12 or older had used illicit drugs in the previous month.

### **Corruption**

There were 800 federal corruption convictions from 1988 to 2007, more than any other state.

## **4. ECONOMIC SITUATION**

**Figure 3: Infographic-style Overview of Florida's Economic Highlights (2014)<sup>x</sup>**



Florida's economy is the 4<sup>th</sup> largest in the US and one of the biggest in the world. If Florida were a country, its economy would rank 18th largest on the planet. Home to 19.6 million people and four metropolitan areas of 1 million residents in 2013, Florida is expected to overtake New York as the nation's 3<sup>rd</sup> most populous state by 2015. Florida's infrastructure, talent, and business-friendly tax policies are consistently recognized among the nation's best and have attracted the headquarters operations of many nationally ranked companies. Florida is also a global leader in international trade (US\$158 billion in 2013), foreign direct investment (FDI), and is home to the 2<sup>nd</sup> largest Free Trade Zone (FTZ) network in the nation. Florida also attracts nearly 95 million visitors that spend more than US\$76 billion in the state each year. Tourism, industry, construction, international banking, biomedical and life sciences, healthcare research, simulation training, aerospace and defence, and commercial space travel have contributed to the state's economic development. The economy is driven almost entirely by its 19 metropolitan areas. In 2004, they had a combined total of 95.7% of the state's domestic product.

**Gross State Product (GSP)**

The Gross Domestic Product (GDP) of Florida in 2013 was US\$800.4 billion. Its GDP is the fourth largest economy in the United States. In 2010, it became the fourth largest exporter of trade goods. Chief Executive Magazine name Florida the third Best State for Business in 2011.

**Table 7: GDP**

Indicator	Value (US\$)	Period
Gross Domestic Product (billions)	800.492	2013
Total Personal Income (billions)	815.189	2013
Per Capita Personal Income	41,692	2013
Average Annual Wage	43,211	2012

**GSP - real growth rate**

2.2%<sup>xi</sup>

Real gross domestic product (GDP) increased in 49 states in 2013, according to new statistics released today by the Bureau of Economic Analysis (BEA). Nondurable-goods manufacturing; real estate and rental and leasing; and agriculture, forestry, fishing, and hunting were the leading contributors to real U.S. economic growth. US real GDP growth slowed to 1.8% in 2013 after increasing 2.5% in 2012.

**GSP - per capita (PPP)**

US\$34,802

**Industries**

The major contributors to the state's gross output in 2007 were general services, financial services, trade, transportation and public utilities, manufacturing and construction respectively.

**Labor force - by occupation**

**Table 8: Labor Force & Employment**

Indicator	Value	Period
Civilian Labor Force	9,431,471	2013
Non-Farm Employment	7,547,317	2013
Private Industry Employment	6,475,625	2013

## **Unemployment rate**

6.2% unemployment rate (December 2014)<sup>xii</sup>

## **Distribution of family income - Gini index**

The Gini index for the US as a whole is 0.469. Florida's is 0.474.

## **Exports**

Florida exports grew by 32.7% from 2009 to 2013, however a decline of 10.3% was evident from 2012-2013.

Florida is home to more than 60 000 exporters, the second highest number in the United States. In 2013, Florida companies exported more than US\$60 billion worth of goods to more than 200 countries around the world, making it the 7<sup>th</sup> largest exporting state in the country. An estimated US\$33 billion worth of services were exported to overseas clients as well.

As the world's principal commercial gateway to Latin American and Caribbean markets, Florida is a leading global trade hub. Goods worth more than US\$158 billion flowed through Florida's airports and seaports in 2013.

The Miami-Fort Lauderdale-Pompano Beach area was the 7th largest export market in the United States, with merchandise shipments totalling US\$41.8 billion. This is down by 13% (\$6.1 billion) from the US\$47.9 billion in merchandise exported in 2012. The Miami-Fort Lauderdale-Pompano Beach area is 1 out of 15 U.S. metro areas that accounted for more than half of their state's exports in 2013. The Tampa-St. Petersburg-Clearwater area was the 43<sup>rd</sup> largest export market in the United States, with merchandise shipments totalling US\$6.7 billion.

## **Exports – commodities**

- Machinery Manufacturing and Sales
- Chemical Manufacturing and Sales
- Transportation Equipment Manufacturing and Sales

## **Exports – partners**

- 668 Small Business
- 168 Minority Owned

- 60 Women Owned
- 7 Renewable Energy
- 43 Environmentally Beneficial

### **Export markets**

Mexico, Dominican Republic, Saudi Arabia<sup>xiii</sup>

### **Imports**

#### **Imports – commodities**

Top Merchandise Import Commodities (US\$US Millions, 2013)

- Gold US\$6,746.3
- Oil (not crude) US\$5,769.4
- Motor Cars & Vehicles US\$5,290.2
- Electronic Integrated Circuits US\$4,782.3
- Telecommunications Equipment US\$2,418.5
- All Other US\$60,453.70
- Total US\$72,970.5

Latin America and the Caribbean, combined, account for 61.3% the state's total merchandise trade; Asia and the Middle East – 21.%; Europe accounts for 12.%; Canada & Mexico – 3.%; African Continent – less than one percent, and Australia & Oceania – less than one percent. Because Canada and Mexico share a common border with the US, most exports from Florida are shipped by truck or rail and will not be calculated as part of the merchandise trade statistics.

#### **Imports – partners**

Leading import markets were (US\$ millions, 2013)

- China US\$8,701.1
- Japan US\$6,238.8
- Costa Rica US\$5,943.8
- Brazil US\$4,302.3
- Colombia US\$3,927.0
- All Other Countries US\$43,857.5

### **Commercial bank prime lending rate**

The legal rate of interest is 12%; the general usury limit is 18%. On loans above US\$ 500 000 the maximum rate is 25%.

### **Inflation rate (consumer prices)**

- US Inflation Rate is at 0.76% in January 2015, compared to 1.32% in December 2014 and 1.50% for 2014. This is lower than the long term average of 3.32%.
- Florida: 1.74%

## **5. AGRICULTURE**

### **Land use**

Agriculture is the second largest industry in the state. Citrus fruit, especially oranges, are a major part of the economy, and Florida produces the majority of citrus fruit grown in the United States. In 2006, 67% of all citrus, 74% of oranges, 58% of tangerines, and 54% of grapefruit were grown in Florida. About 95% of commercial orange production in the state is destined for processing (mostly as orange juice, the official state beverage).

Citrus canker continues to be an issue of concern. From 1997 to 2013, the growing of citrus trees has declined 25%, from 240 000 hectares to 180 000 hectares. Citrus greening disease is incurable. A study states that it has caused the loss of US\$4.5 billion between 2006 and 2012. As of 2014, it was the major agricultural concern.

Other products include sugarcane, strawberries, tomatoes and celery. The state is the largest producer of sweet corn and green beans for the country. The Everglades Agricultural Area is a major center for agriculture. In 2009, fishing was a US\$6 billion industry, employing 60 000 jobs for sports and commercial purposes.

### **Total renewable water resources**

Florida is rich with fresh and marine water. In addition to its abundant surface water resources, Florida also sits atop the most plentiful freshwater aquifers in the United States, which supply water to hundreds of springs and provide the base flow for many of Florida's rivers and streams. The state's surface and ground water resources are intimately connected and support drinking water supplies, agriculture, industry, wildlife habitat, and a thriving recreation-based economy.

Water is among Florida’s most valued resources. The State has more than 1 700 streams and rivers, 7 800 freshwater lakes, 700 springs, 4.5 million hectares of wetlands, and underlying aquifers yielding quantities of freshwater necessary for both human and environmental needs. Although renewable, these water resources are finite, and continued growth in population, tourism, and agriculture will place increased demands on these water supplies.<sup>xiv</sup>

### **Freshwater withdrawal (domestic/industrial/agricultural)**

The environmental impact of agriculture, especially water pollution, is a major issue in Florida today. All potable water resources have been controlled by the state government through five regional water authorities since 1972. Overall, agricultural irrigation accounted for 40% of the total freshwater withdrawals (ground and surface), followed by public supply with 35%. Public supply accounted for 48% of groundwater withdrawals, followed by agricultural self-supplied (34%), commercial-industrial-mining self-supplied (7%), recreational-landscape irrigation and domestic self-supplied (5% each), and power generation (less than 1 percent). Agricultural self-supplied accounted for 51% of fresh surface-water withdrawals, followed by power generation (25%), public supply (11%), recreational-landscape irrigation (9%), and commercial-industrial-mining self-supplied (4%). Power generation accounted for nearly all (99.8%) saline-water withdrawals.

## **6. WINE INDUSTRY**

According to feedback from Fresh from Florida ([freshfromflorida.com](http://freshfromflorida.com)) the wine industry in Florida is a long established and vibrant craft that has only recently gained national attention. The industry consists of dozens of small independent wineries growing a variety of established and proprietary grapes.

### **6.1 Area under vines**

The fragmented nature of the industry does not lend itself well to gathering the specific information in terms of areas under vines or production figures. Table 9 depicts the 27 wineries in Florida. This list is however not exhaustive, and not every winery in the state is included, but it may give some insight into the scale of winemaking in Florida.

According to the 2012 US Census of Agriculture, Florida had 558 farms growing grapes on a total of 600 ha of which 485 ha were bearing. The prior census in 2007 listed 329 farms growing grapes, with 295 farms having 322 bearing ha. Herewith is a list of wines carrying the Florida appellation: This is a designation granted by a private organisation, not affiliated with the State of Florida and is based on their own criteria.

**Table 9: Wines carrying the "Florida" appellation designation<sup>xv</sup>**

<b>WHITE WINES</b>
<i>(Quoted prices are retail at winery and subject to change.)</i>
<b>BLANC DU BOIS</b>
<b>Lakeridge Winery &amp; Vineyards</b> - Blanc du Bois <i>(Blanc du Bois)</i> 750ml \$11.95
<b>Rosa Fiorelli Winery</b> - Blanc du Bois <i>(Blanc du Bois)</i> 750ml \$12.85
<b>Rosa Fiorelli Winery</b> - Blanc du Bois Classico <i>(Blanc du Bois)</i> 750ml \$12.85
<b>MUSCADINE</b>
<b>Chautauqua Vineyards &amp; Winery</b> - NV Carlos <i>(Muscadine)</i> 750ml \$6.50
<b>Dakotah Vineyards &amp; Winery</b> - NV Carlos <i>(Muscadine)</i> 750ml \$7.99
<b>Monticello Vineyards &amp; Winery</b> - 2005 Muscadine White <i>(Muscadine, Carlos, Magnolia)</i> 750ml \$11.99
<b>Lakeridge Winery &amp; Vineyards</b> - Chablis <i>(Muscadine)</i> 750ml \$7.95
<b>Lakeridge Winery &amp; Vineyards</b> - Southern White <i>(Muscadine)</i> 750ml \$8.95
<b>San Sebastian Winery</b> - Vintner's White <i>(Muscadine)</i> 750ml \$8.95
<b>Sea Breeze Winery</b> - Horizon White <i>(Muscadine)</i> 750ml \$9.50
<b>Sea Breeze Winery</b> - Palmetto White <i>(Muscadine)</i> 750ml \$9.50
<b>SCUPPERNONG</b>
<b>Henscratch Farms</b> - Country White <i>(Scuppernong)</i> 750ml \$12.99
<b>Henscratch Farms</b> - Golden Sunrise <i>(Scuppernong)</i> 750ml \$12.99
<b>STOVER</b>
<b>Lakeridge Winery &amp; Vineyards</b> - 1999 Reserve Stover <i>(Stover)</i> 750ml \$10.95
<b>RED WINES</b>
<i>(Quoted prices are retail at winery and subject to change.)</i>
<b>Muscadine</b>

<b>Chautauqua Vineyards &amp; Winery - NV Noble</b> (Muscadine) 750ml \$6.50
<b>Dakotah Vineyards &amp; Winery - NV Noble</b> (Muscadine) 750ml \$7.99
<b>Monticello Vineyards &amp; Winery - 2004 Muscadine Red</b> (Muscadine, Ison) 750ml \$12.99
<b>Henscratch Farms - Country Red</b> (Muscadine) 750ml \$12.99
<b>SeaBreeze Winery - Horizon Red</b> (Muscadine) 750ml \$9.50
<b>SeaBreeze Winery - Palmetto Red</b> (Muscadine) 750ml \$9.50
<b>NOBLE</b>
<b>Lakeridge Winery &amp; Vineyards - Southern Red</b> (Noble) 750ml \$8.95
<b>San Sebastian Winery - Vintner's Red</b> (Noble) 750ml \$8.95
<b>SeaBreeze Winery - Island Red</b> (Noble) 750ml \$9.50
<b>ROSE WINES</b> <i>(QUOTED PRICES ARE RETAIL AT WINERY AND SUBJECT TO CHANGE.)</i>
<b>MUSCADINE</b>
<b>Chautauqua Vineyards &amp; Winery - NV Blush</b> (Muscadine) 750ml \$6.50
<b>Dakotah Vineyards &amp; Winery - NV Blush</b> (Muscadine, Noble) 750ml \$7.99
<b>Henscratch Farms - Country Blush</b> (Muscadine, Scuppernong) 750ml \$12.99
<b>Rosa Fiorelli Winery - Muscadine Blush</b> (Muscadine) 750ml \$15.45
<b>San Sebastian Winery - Rosa</b> (Muscadine) 750ml \$7.95
<b>FORTIFIED WINES</b> <i>(QUOTED PRICES ARE RETAIL AT WINERY AND SUBJECT TO CHANGE.)</i>
<b>Chautauqua Vineyards &amp; Winery - NV Port (Muscadine) 750ml \$12.95</b>
<b>DESSERT / LATE HARVEST WINES</b> <i>(QUOTED PRICES ARE RETAIL AT WINERY AND SUBJECT TO CHANGE.)</i>

**Rosa Fiorelli Winery** - Florida Muscadine

(Muscadine) 750ml \$17.95

## 6.2 Production

**Varietals produced:** Blanc du Bois, Muscadine, Scuppernong, Noble, Mango, Key Lime, Orange, Strawberry, Blueberry, and Stover

Muscadine grapes (*Vitis rotundifolia*) are native to Florida and south-eastern United States. The muscadine grape (*Vitis rotundifolia* Michx.) is native to the south-eastern United States and was the first native grape species to be cultivated in North America. The natural range of muscadine grapes extends from Delaware to central Florida and occurs in all states along the Gulf Coast to east Texas. It also extends northward along the Mississippi River to Missouri. Muscadine grapes will perform well throughout Florida, although performance is poor in calcareous soils or in soils with very poor drainage. Muscadines have been used for making commercial fine wines and port wines dating back to the 16<sup>th</sup> century in and around St. Augustine, Florida. Today, vineyards throughout the Southeast produce muscadine wines of various qualities. The typical muscadine wine is sweet because vintners traditionally add sugar during the winemaking process; the wine is often considered a dessert wine although some drier varieties exist. The term scuppernong refers to a large bronze type of muscadine originally grown in North Carolina; it is also used in making wine, principally dry red table wine.<sup>xvi</sup>

## 6.3 Wine industry structure

### 6.3.1 Wineries<sup>xvii</sup>

There are 27 certified farm wineries<sup>xviii</sup>. A certified Florida farm winery is a working agribusiness producing a Florida product. Specifically, it is a Florida winery that produces and sells less than 950 000 litres of wine annually, maintains a minimum of 2.2 hectares of land in Florida dedicated to product for making wine, is open to the public for tours, tastings, and sales at least 30 hours each week, and makes an annual application to the Florida Department of Agriculture and Consumer Services for recognition as a Florida farm winery.<sup>xix</sup>

**Table 10: Certified Florida Farm Wineries and Vineyards (alphabetically)**

Name	Location
Bluefield Estate Winery	Gainesville
Bunker Hill Vineyard and Winery	Duette
Chautauqua Vineyards	DeFuniak Springs
Dakotah Vineyards and Winery	Chiefland
Emerald Coast Wine Cellars	Destin

<b>Name</b>	<b>Location</b>
Endless Summer Vineyard and Winery	Fort Pierce
Flagler Beachfront Winery	Flagler Beach
Florida Orange Groves, Inc. and Winery	St. Petersburg
Henscratch Farms Vineyards and Winery	Lake Placid
Hutchinson Farm Winery	Apopka
Island Grove Wine Company	Hawthorne
Keel and Curley Winery	Plant City
Lakeridge Winery and Vineyards	Clermont
Log Cabin Winery	Satsuma
Monticello Vineyards and Winery	Monticello
Oak Haven Winery, LLC	Sorrento
Old Oaks Vineyard	Bonifay
Rosa Fiorelli Winery, Inc.	Bradenton
Royal Manor Winery	Interlachen
San Sebastian Winery	St. Augustine
Schnebly Redland's Winery	Homestead
SeaBreeze Winery	Panama City Beach
Strong Tower Vineyard and Winery	Spring Hill
Tangled Oaks Vineyard	Grandin
Three Oaks Winery	Vernon
True Blue Winery	Davenport
Whispering Oaks Winery	Oxford

**Table 11: Other Florida Wineries and Vineyards**

<b>Name</b>	<b>Location</b>
Aspirations Winery	Clearwater
Cork Screw Winery	Estero
Empire Winery and Distillery	Newport Richey
Florida Estates Winery	Land O' Lakes
The Florida Winery	Madeira Beach
Grapes of Kath Vineyards	Sebring
Lions Run Winery	Miami
Mitillini Vineyards	Live Oak
Monarch Wine Company	West Palm Beach
Murielle Winery	Clearwater
Patrick Avery	Largo

Name	Location
Ridgeback Winery	Mount Dora
Tarpon Springs Castle Winery	Tarpon Springs
Time to Make Wine Inc.	Cape Coral
Yellow River Vineyards	Holt

Figure 4: Vineyard locations in Florida



Lakeridge is Florida's largest winery, making more than 1 million bottles of wine a year from 36 hectares of estate-grown grapes on its 51 hectares property (the rest is wetlands), as well as fruit from another 161 hectares in Florida's northwestern Panhandle region near Tallahassee. There is little Pinot Noir, Merlot or Chardonnay here. As the early Spanish settlers soon found out, European-style "Vitis vinifera" grapes do not thrive in Central Florida's summer heat and unpredictable winters. Rather, working with fruit developed at the

University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS), Lakeridge wine maker Jeanne Burgess has done a remarkable job making eminently drinkable table wines, dessert wines and aperitifs from Muscadines and Florida "hybrid bunch grapes." These are still rather obscure varietals: Muscadine varieties called Noble, Carlos and Welder, and bush-grape hybrids Blanc Du Bois, Stover and Suwannee. Muscadines share a bad reputation with the Concord grape and its cousins for strongly grapey aromas and flavours - a musky character that wine judges call "foxy" - that overwhelms more subtle flavours in the grapes. Lakeridge, using serious cooling and insulation technology to ferment and vinify wines in stainless steel tanks kept cold through the Florida summer, holds those musky Muscadine flavours under control and, even in the sweeter wines, frames them with crisp, tangy acidity that keeps the wines from cloying.xx

### **6.3.2 Laws and regulations**

Effective February 16, 2006 wineries may legally ship wine to consumers in Florida. Adult signature requirements such as those used in the FedEx and UPS wine shipping programs must be adhered to for all shipments. Wineries are obligated file a monthly report and pay excise taxes on direct wine shipments. Sales/Use taxes are to be reported and paid by the consumer. There are no quantity limits. There are three dry counties in Florida where direct wine shipments are prohibited. A container may not exceed 19.5 litres (before February 2013, it was only 3.8 litres). Some direct shipments are prohibited from being shipped to consumers in this region: County: Lafayette, Liberty, Washington.<sup>xxi</sup> By updating these statutes in 2013 that were written just after the Prohibition era, the legislature is effectively allowing Florida's hospitality industry to proceed with custom-tailored wine-by-the-glass programs through innovate new methods and with technology manufactured in the district. Florida and Utah are the only two states that currently prohibit wine kegs, which are now distributed in 36 states. Dan Donahoe and Jordan Kivelstadt, founders of Free Flow Wines in Sonoma, Calif., advocated for the law change. The company fills 19.5 litre kegs for more than 100 winery clients and works with Satellite Logistics Group to handle shipping and warehousing.<sup>xxii</sup>

### **6.3.3 Florida Grape Growers' Association (FGGA)**

The FGGA was established in 1923 to serve farmers and hobbyists interested in growing grapes in Florida. Organized as a non-profit corporation, the FGGA was instrumental in sponsoring research to develop grapes adapted to conditions in Florida. The association works collectively with agricultural organizations, state, local, national and other interests to develop awareness about the unique qualities and health benefits of Florida Grapes. It provides a community access network with a wide range of information services available to members and others who are interested in Florida grapes and grape products. The broad range of services available to FGGA members and includes access to university research, actual experience of Florida growers, grape products, and incentive programs just to name a few. The newsletter provides the means to share information among members. It carries information about every imaginable aspect of growing grapes, and where to go to get more information.

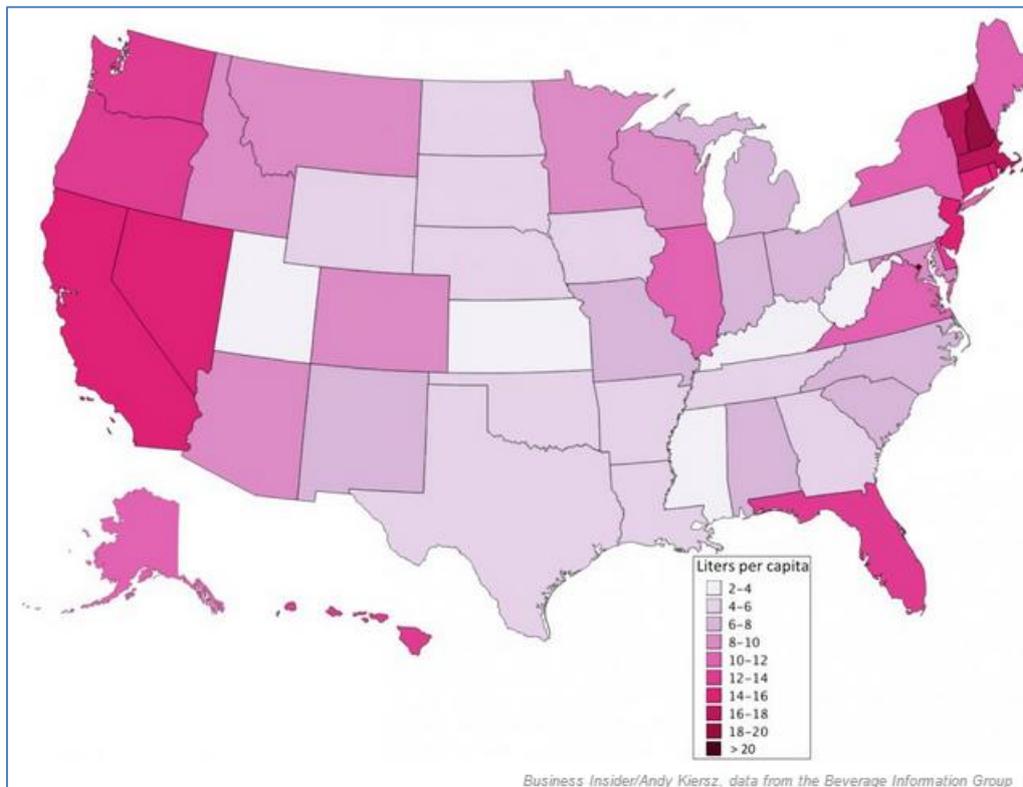
### 6.3.4 University of Florida Institute of Food and Agricultural Sciences

The University of Florida Institute of Food and Agricultural Sciences conducts ongoing research and maintains several breeding programs supporting Florida Viticulture. More information is available at <http://mrec.ifas.ufl.edu/grapes/>

## 6.4 Consumers

Florida residents consume 12.4 litres per person per year (2013)<sup>xxiii</sup>

**Figure 5: Wine per person per state: Florida**



Florida is among the top ranked states for wine consumer friendliness, failing only by blocking consumer access to wine shipped direct from wine retailers.

By providing wine consumers with access to wine in grocery stores, local wine stores and via direct shipment from wineries, Florida ranks among the top states for consumer access to wine. However, its prohibition on having wine shipped from out of state wine retailers substantially diminishes wine lovers' access to hard to find imported wines, rare wines and out of vintage wines. Florida consumers are allowed to bring their own wine into restaurants where the establishment allows. For a corkage fee set by the restaurant, residents and

visitors alike can enjoy a meal along with a bottle of wine from their own collection. Wine and beer can be sold in grocery stores and on Sundays.<sup>xxiv</sup> There are a number of wine festivals held throughout the year in Florida.

Alcohol mega retailer Total Wine & More will open its second store in Florida and will be the chain's first in Florida to sell growlers. Growlers are reusable jugs of beer that are filled from a tap. They let people take draft beer home to enjoy. This is useful because many beers are only available in kegs and aren't sold in bottles or cans. Total Wine will be using a Pegas system to fill the growlers. Currently several beer bars and all the production breweries in the two counties fill growlers.

## 7. CONCLUSION

In Florida, wine refers to wine made from grapes and other fruit grown in Florida. Wine grapes were grown in Florida earlier than anywhere else in the US. However, Florida is a fledgling wine area that lacks maturity also in terms of basic statistics. Estates are small and wine production is relatively small albeit growing. Wine-making is not traditionally associated with Florida yet the state claims bragging rights of the first European-style wines made in the land that would become the US Spanish colonisers were producing wine from native Muscadine fruit a full century-and-a-half before Spanish missionaries made the first wine in California. The wine industry structure is however still in its infancy and although there is a growers association, it is still elementary in terms of what it offers wine growers. No production and plantings statistics are available but the potential for growth in consumption of wine is present. Furthermore, it has a highly sophisticated international trade infrastructure and a consumer base that ranks amongst the highest in the US in terms of wine consumption.

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<sup>i</sup> [www.wine-searcher.com/regions-florida](http://www.wine-searcher.com/regions-florida)

<sup>ii</sup> [http://en.wikipedia.org/wiki/Florida#mediaviewer/File:Florida\\_counties\\_map.png](http://en.wikipedia.org/wiki/Florida#mediaviewer/File:Florida_counties_map.png)

<sup>iii</sup> Florida Demographic Statistics <http://www.infoplease.com/us/census/data/florida/demographic.html#ixzz3Skzjh52I>

<sup>iv</sup> [www.infoplease.com/us/census/data/florida/demographic.html](http://www.infoplease.com/us/census/data/florida/demographic.html)

<sup>v</sup> [www.cdc.gov/nchs/data/nvsr/nvsr63/nvsr63\\_02.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr63/nvsr63_02.pdf)

<sup>vi</sup> [www.flpublichealth.com/VSBOOK/pdf/2013/Deaths.pdf](http://www.flpublichealth.com/VSBOOK/pdf/2013/Deaths.pdf)

<sup>vii</sup> [http://en.wikipedia.org/wiki/List\\_of\\_U.S.\\_states\\_by\\_life\\_expectancy](http://en.wikipedia.org/wiki/List_of_U.S._states_by_life_expectancy)

<sup>viii</sup> [www.fldoe.org/accountability/data-sys/edu-info-accountability-services/pk-12-public-school-data-pubs-reports/students.shtml](http://www.fldoe.org/accountability/data-sys/edu-info-accountability-services/pk-12-public-school-data-pubs-reports/students.shtml)

<sup>ix</sup> [www.itif.org/files/Florida.pdf](http://www.itif.org/files/Florida.pdf)

<sup>x</sup> [www.enterpriseflorida.com/wp-content/uploads/why-florida-fast-facts.pdf](http://www.enterpriseflorida.com/wp-content/uploads/why-florida-fast-facts.pdf)

<sup>xi</sup> [www.bea.gov/newsreleases/regional/gdp\\_state/gsp\\_newsrelease.htm](http://www.bea.gov/newsreleases/regional/gdp_state/gsp_newsrelease.htm)

<sup>xii</sup> [www.bls.gov/news.release/laus.nr0.htm](http://www.bls.gov/news.release/laus.nr0.htm)

<sup>xiii</sup> [www.exim.gov/customcf/congressionalmap/state\\_map.cfm?state=FL](http://www.exim.gov/customcf/congressionalmap/state_map.cfm?state=FL)

<sup>xiv</sup> <http://pubs.usgs.gov/fs/2008/3080/>

<sup>xv</sup> <http://wine.appellationamerica.com/wine/list/Florida.html>

<sup>xvi</sup> <http://edis.ifas.ufl.edu/hs100>

<sup>xvii</sup> <http://blog.letspour.com/florida-wines/>

<sup>xviii</sup> [www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Wineries-and-Vineyards](http://www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Wineries-and-Vineyards)

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<sup>xix</sup> [www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Wineries-and-Vineyards/FAQ](http://www.freshfromflorida.com/Divisions-Offices/Marketing-and-Development/Consumer-Resources/Buy-Fresh-From-Florida/Wineries-and-Vineyards/FAQ)

<sup>xx</sup> [www.wineloverspage.com/wineadvisor2/tswa20080211.php](http://www.wineloverspage.com/wineadvisor2/tswa20080211.php)

<sup>xxi</sup> <http://wineinstitute.shipcompliant.com/StateDetail.aspx?StateId=47>

<sup>xxix</sup><sup>xxii</sup> [www.winesandvines.com/template.cfm?section=news&content=115471](http://www.winesandvines.com/template.cfm?section=news&content=115471)

<sup>xxiii</sup> [www.businessinsider.com/wine-consumption-map-united-states-2014-3](http://www.businessinsider.com/wine-consumption-map-united-states-2014-3)

<sup>xxiv</sup> [www.wineconsumers.org/wp-content/uploads/2013/08/ConsumingConcerns4small.pdf](http://www.wineconsumers.org/wp-content/uploads/2013/08/ConsumingConcerns4small.pdf)

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