



## Peace River Valley Citrus Growers Association

### Annual Meeting March 3

The much anticipated scheduling of our 2011 annual meeting has been completed. We will meet Thursday evening, March 3 beginning at 6 p.m. at the Hardee Agri-Civic Center.

Dr. Dennis Swanberg will entertain us. Host of a nationally televised cable television show, Swanberg is a seasoned communicator whose sly wit delivers life-enriching truths on the wings of laughter.

We are actively seeking sponsors for the meeting and have organized some excellent opportunities for the businesses and growers who make this event possible.

The Lakewood Ranch FFA Club will again cater dinner. Our annual meeting has historically been their largest fund raising event all year. We are excited to offer them the opportunity again this year.

Watch the mail for your formal invitation and return the reservation card immediately. As always we are expecting a large crowd.

We'd like to thank the many sponsors who have already stepped up to cover the costs of the meeting. Please make sure you express your thanks to them as you do business in the coming month.

If you would like to be a sponsor or have preferred seating, please contact us.

#### Your Platinum Sponsors:



### Board to Review Bylaws

The board will review the association's bylaws at their next meeting, February 15. The suggestion came from the DeSoto Nominating Committee requesting review and update of the director election process.

The association bylaws govern our operation and have only been altered once since our creation in 1993. The inclusion of Charlotte County into our membership came after

requests from Charlotte growers who were experiencing water quality issues relative to watersheds in our area. Because of that change, we were able to help growers in both DeSoto and Charlotte County as we actively participated in the creation of the Reasonable Assurance Plan.

Items to consider:

- ◇ Number, Distribution & Term of Board Members

- ◇ Powers of the Board
- ◇ Powers of the Executive Committee
- ◇ The Director Election Process
- ◇ Terms of Officers

Copies of the Bylaws are available from the office in hard copy format or electronically. Please obtain a copy and provide your thoughts to the office or a board member.

Volume 18, No. 2  
February 2010

#### Points of Interest:

*Annual Meeting March 3  
Board to Review Bylaws  
Legislative Trips Planned  
FDOC Existence Under  
Scrutiny*

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## Legislative Trips Being Planned



PRVCGA is working with the other state and regional associations to organize grower legislative trips. If you are interested in participating in such a trip, please contact the office.

Trips are usually two days in length. Participants will fly out early the first

morning, take part in a variety of meetings throughout the first afternoon and second morning. An evening event will be planned.

Participants will return home late the second day. Growers can plan for the cost of trips to be between \$250 and \$500 to Tallahassee and between \$500 and \$1,000 for Washington, D.C.

These are interesting and enjoyable trips. Every grower should participate in this type of trip at least once to better understand the workings political agendas. They really are a lot of fun!

Please notify the association staff regarding your interest in participating immediately, as the Tallahassee trip may fall in March.

## Fruit Bags Available

PRVCGA has 1/4 bushel fruit bags available for anyone who would like to share fruit with friends, neighbors or visiting snowbirds.



Sharing your fruit is one of the best ways to demonstrate the tasteful quality of Florida oranges and grapefruit. Once

you taste fresh Florida fruit, you will certainly want more.

The association is grateful to Chris Bonnet for donation of the bags. Generous donors help keep our membership costs down.

Share some fruit today and encourage them to visit their local gift fruit shippers for more opportunities to enjoy fresh Florida citrus.

## CRDF Holds Annual Meeting

The Citrus Research & Development Foundation (CRDF) held their first annual meeting in January. The gathering produced a wealth of information some exciting news, some concerning news.

Great progress is being made in genomics research. A report from Dr. Fred Gmitter outlined the progress of a group of international scientist lead by the University of Florida in sequencing two varieties of citrus. This knowledge will speed the discovery of solutions for various citrus diseases.

Conversely, a report by Ricke Kress of Southern Gardens Citrus (SGC) regarding their efforts to use genetically enhanced trees clearly showed the long term nature of research. Although the SGC project is considered one of the top prospects for Greening, they anticipate approximately 10 years to finish, largely to the nature of regulatory oversight.

See more details from the meeting in the February CRDF Grower Research Report. It was distributed with the Orange Door February 7.

## Over Regulated?

Representative Ben Albritton would like to hear how the Florida Legislature can help reduce your regulatory burden.

If you have examples of duplicative or over burdensome regulation, please contact Kevin Cleary at Rep. Albritton's Legislative office at:

850-488-9465

<http://www.myfloridahouse.gov/Sections/Representatives/details.aspx?MemberId=4508>

Please be prepared with details and documentation of



*Pictured from left are board members Jerry Newlin, Mark McClellan, Bobby Barben, Tom Jerkins, Hugh Thompson, Joe Davis, Jr., Marty McKenna, Joe Joyce, Ricke Kress, Ben McLean, III, Bob Stambaugh & Wayne Simmons.*



**Congratulations to the Florida Citrus Show!**  
Several PRVCGA members attended and report the show is getting bigger and better each year!

## Becker to be Inducted to Citrus Hall of Fame



Congratulations to R. William "Bill" Becker, President/Owner of Peace River Citrus Products, Inc. Becker is well known to PRVCGA's members since his

1991 purchase and transformation of Myakka Processors into a concentrate processing plant.

His credentials for the award are lengthy. Becker was a member of the Florida Citrus Commission under both parties: Democratic Governor Bob Graham, 1985-1988 and Republican Governor Bob Martinez, 1988-1991. He served as Chairman of the Florida Citrus Commission for five terms, 1986-1991, during the worst set of freezes the industry had ever experienced.

He is a past President of both the Florida Citrus Processors' Assn. and the National Juice Products Assn., and

is a past member of the Florida Citrus Production Managers Assn. He is a tenacious advocate for both the grower and the processor, always fighting to do what is best for the industry as a whole. Becker has proven to be one of the great strategic minds of the industry.

Becker has contributed generously to the industry, giving his own time, resources and contacts as well as encouraging and allowing his employees to get involved in industry organizations. As an associate member of our association, we have benefited from his generosity continuously. Peace River Citrus Products is a charter member of the association and has shown their support year after year as one of the top financial sponsorship associate members. He also used his influence with the Bush family to garner then Gubernatorial candidate Jeb Bush as PRVCGA's annual meeting speaker.

Bush attracted the largest crowd attending our annual meeting to date.

Becker will join other PRVCGA members and area greats in the Hall of Fame such as:

Senator Jesse J. Parrish (1962), Latt Maxey (1971), Robert E. Norris (1973), Anthony T. Rossi (1977), Ben Hill Griffin, Jr. (1979), William L. "Bill" Raley (1990), Robert "Bob" Paul (1993), W. Albert Carlton (1993), Karl B. Albritton (1995), Benjamin F. Wheeler, Sr. (1997), Thelma C. Raley (1998), Joe L. Davis, Sr. (1999), Bert E. Roper (2004), C. Elton Crews (2004), Ben Hill Griffin, III (2009) and Howard E. Sorrells (2010).

The ceremony will take place at the Citrus Celebration Luncheon March 4. For tickets, call (863) 682-1111. Contact John Jackson for more information at (352) 267-3227.

## Weather Forecasts Mixed

As pinhead bloom starts to show around the area, waves of cold temperatures are expected through the next week or more. According to the National Weather Service forecast, temperatures in rural southwest Florida are expected to dip into the 40's mid-week and during the weekend.

Private forecasters reflect mixed re-

views, some early predictions placing lows into the 30's other predicting lows into the 20's. Growers will watch the forecast as next week draws closer and be prepared for whatever is in store. Should you need to use freeze protection irrigation, remember to report the quantities separately.

Visit the Florida Agricultural Weather

Network for more information at: <http://fawn.ifas.ufl.edu/>

Besides temperature updates, check out their cold protection toolkit for more resources.



## FDOC Existence Under Scrutiny



The Governor's transition team is suggesting merging the Florida Department of Agriculture (FDACS) and the Florida Department of Citrus (FDOC) into one state agency. As with other elected officials before him, Governor Scott is

unfamiliar with how the FDOC is funded, by grower taxes.

Mingling of grower tax dollars and general revenue is obviously not in the best interest of growers. Commissioner of Agriculture and Consumer Services Adam Putnam agrees. He is working with the industry to stop this plan in its tracks.

FDOC staff, Hardee County grower/Florida Citrus Commissioner Jay

Clark and Mike Sparks from Florida Citrus Mutual are actively working in Tallahassee to explain the industry position. It is likely more persuasion will be needed.


Industry representatives have been notified their help may be needed, as well as the help of our grower members. This could possibly be a topic during our grower trip to Tallahassee when the Legislative Session gets underway.

## Educational Opportunities


### IFAS Citrus Variety Displays

An IFAS Variety Display is scheduled for March 1, 2011 at the Citrus Research and Education Center in Lake Alfred. Volunteers are needed to score the varieties of fruit presented. The data compiled from the scoring will then be turned over to the UF/IFAS research team.

### Pesticide License Review & Testing

 A pesticide license review and testing class is on Feb. 8 at 9:00 a.m. at the Hardee Co. Extension Office. Three CEUs will be offered to individuals having a current pesticide license and will be renewing using CEUs. Registration is \$38. Call (863) 773-2164 to register. Registration is requested prior to January 31.

### Citrus Production School

 The annual Citrus Production School will be conducted February 1, 8, and 15 at the Turner Exhibition Hall at 7 p.m. Topics will include psyllid and disease management, Good Agricultural Practices, Numeric Nutrient Criteria and nutritional programs for HLB management. Registration is \$25. Please contact the office for a registration form.

### Pest Management Workshop

A workshop on Pest Scouting and Management for psyllids, leafminers, scales, mites, thrips, and the Sri Lanka weevil will be held February 10, from 10 a.m. to noon at the Southwest Florida Research and Education Center in Immokalee. Featured speakers are Barry Kostyk & Drs. Phil Stansly and Jawwad Qureshi. Two CEUs for Pesticide License Renewal and 2 CEUs for Certified Crop Advisors (CCAs) are available. Reservations are required.



Call 863 674 4092 or send an e-mail [maz@ufl.edu](mailto:maz@ufl.edu) to reserve your spot.


### Pile Burning Class

A Certified Pile Burners Course will be held February 17 from 8:30 a.m. to 4:30 p.m. at the Immokalee IFAS Center.  Registration starts at 7:30 a.m. but is limited to 50 people. For more details and registration, go to: [http://www.fl-dof.com/training\\_education/training\\_schedule.html](http://www.fl-dof.com/training_education/training_schedule.html) send an e-mail to [maz@ufl.edu](mailto:maz@ufl.edu) or call 863-674 4092.


### Annie's Project

There will be a Risk Management Education for Farm Women Project beginning Feb. 15 at the Manatee Co. Extension office. The weekly sessions will be Tuesdays from 6-9 p.m. Registration is \$35. Visit <http://programs.ifas.ufl.edu/anniesproject/index.shtml> for more information.

### USDA Webinar

 The U.S. Department of Agriculture is hosting a free webinar Feb. 24 at 2 p.m. about navigating the USDA Market News Portal, a storehouse of market data for fruit and vegetable commerce. Registration is free but, required to participate. Register at [http://bit.ly/webinar\\_register\\_fvmn](http://bit.ly/webinar_register_fvmn). Click the 'Register' link, under 'Event Status.'


### Water Choices II

 Registration is now open for Water Choices II, the second installment of the Water Choices Forum, at the BankUnited Center in Coral Gables on Feb. 28. The forum will address possible solutions to Florida's water issues. CEU's will be available. To register go to [floridaearth.org](http://floridaearth.org) and click on the events link on the right side of the home page.


### Spreadsheet Software Class

South Florida Community College offers Intermediate Excel 2007 at the Avon Park Campus on February 11 from 12:30-4 p.m. For \$125, register at (863) 784-7136 x 7405.


### Aquatic Weed Control

 There will be an Aquatic Weed Control Short Course May 3-4 2011 in Coral Springs, Florida. Earn up to 20 CEUs in Aquatics, Forestry, General Standards (CORE), Right of Way and Natural Areas. For more information and to register visit: [www.conference.ifas.ufl.edu/aw](http://www.conference.ifas.ufl.edu/aw).

### Bud Induction Advisory

 Dr. Gene Albrigo, Horticulturist Emeritus at Lake Alfred CREC has published another Flower Bud Induction Advisory. Advisory 6 dated January 18 is available for viewing at <http://www.crec.ifas.ufl.edu/extension/flowerbud/index.htm>.

### Tree Nutrition Guidelines

 The timeframe between February and June is when citrus trees demand 2/3 to 3/4 of their yearly fertilizer needs. "Nutrition of Florida Citrus Trees, 2nd Edition" by Thomas A. Obreza and Kelly T. Morgan is available at <http://edis.ifas.ufl.edu/pdffiles/SS/SS47800.pdf> as a resource document.

### Brazil Trip

 Dr. Steve Futch is organizing a grower/production manager trip to Brazil, June 11 - 18, 2011. Participants will depart from Miami. Price per person with single occupancy is \$3,225 with 10 participants and \$2,725 with 15 participants. The deposit will reserve a place in the trip and final payment is required by April 11, 2011. Departure from other cities can incur additional airfare costs. Costs are based upon current airfare and exchange rates and subject to change. Please contact Dr. Futch at 863-956-1151 or at [shf@crec.ifas.ufl.edu](mailto:shf@crec.ifas.ufl.edu).

## 2011 PRVCGA Associate Members

Please Note: This is a listing of the 2011 members.  
If you haven't yet paid your membership, it will not show on this listing.

<b>Aglime Sales, Inc.</b>	<b>Farm Credit of Florida</b>	<b>Pantuso, Inc.</b>
<b>AgraQuest</b>	<b>Fields Equipment Co., Inc.</b>	<b>Pavese Law Firm</b>
<b>Agricultural Services International</b>	<b>First National Bank of Wauchula</b>	<b>Peace River Citrus Products, Inc.</b>
<b>Bayer Crop Science</b>	<b>First State Bank of Arcadia</b>	<b>Progressive Water Resources, LLC</b>
<b>Brandt</b>	<b>Flatwoods Consulting Group</b>	<b>Root Solutions</b>
<b>Bright Tiger, LLC</b>	<b>Florida Agribusiness LLC</b>	<b>Roper Grower Co-Op/Tree See</b>
<b>Bright Leaf Citrus Nursery</b>	<b>Florida Citrus Mutual</b>	<b>RSM McGladrey</b>
<b>BV Oil Company</b>	<b>Florida Fuel of Hardee County, Inc.</b>	<b>Russ Groves Service, Inc.</b>
<b>C.W. Harrison, Inc.</b>	<b>Florida Orange Marketers, Inc.</b>	<b>Southeast AgNet/Citrus Industry Magazine</b>
<b>Calusa Helicopters</b>	<b>Florikan</b>	<b>Southern Gardens Citrus Processing</b>
<b>Carden &amp; Associates, Inc.</b>	<b>G.P. Solutions</b>	<b>Stallings Crop Insurance, Inc.</b>
<b>Carlton Law Firm, P.A.</b>	<b>George Mason Citrus, Inc.</b>	<b>Steele Truck Center, Inc.</b>
<b>CF Industries</b>	<b>GOWAN Co.</b>	<b>Sun Ag, Inc.</b>
<b>Chemical Containers, Inc.</b>	<b>Growers Fertilizer Corp.</b>	<b>Sunbelt Research &amp; Development Company</b>
<b>Citrus Solutions, LLC</b>	<b>GSI Supply, Inc.</b>	<b>SunTrust Bank</b>
<b>Conley Grove Service, Inc.</b>	<b>Gulf Citrus Management, Inc.</b>	<b>Syngenta Crop Protection, Inc.</b>
<b>Crop Protection Services</b>	<b>Hardee County Farm Bureau</b>	<b>The Andersons, Inc.</b>
<b>Custom Harvest Insurance LTD.</b>	<b>Heller Bros. Packing Corp.</b>	<b>The Avanti Company</b>
<b>Cutrale Citrus Juices USA, Inc.</b>	<b>Howard Fertilizer and Chemical</b>	<b>Three L</b>
<b>DeSoto Automotive, Inc.</b>	<b>Johnson Harvesting, Inc.</b>	<b>Tranex d/b/a Valencia Harvesting</b>
<b>DeSoto Insurance Agency, Inc.</b>	<b>Joshua Citrus, Inc.</b>	<b>Triangle Chemical Company</b>
<b>DeSoto Machine Shop/Triangle</b>	<b>Joshua Water Control District</b>	<b>Tropicana Products</b>
<b>DLF International, Inc.</b>	<b>Krause Grove Service, Inc.</b>	<b>Wauchula State Bank</b>
<b>Dunson Harvesting, Inc.</b>	<b>L. Dicks, Inc.</b>	<b>Wedgworth's, Inc.</b>
<b>E Co Consultants, Inc.</b>	<b>Louis Dreyfus Citrus</b>	<b>Wells &amp; Associates Ins Agency</b>
<b>Environmental Consulting &amp; Technology Inc.</b>	<b>Maassen Oil Company, Inc.</b>	<b>WilsonMiller, Inc.</b>
<b>Everglades Harvesting &amp; Hauling</b>	<b>Martin Realty Fla, Inc.</b>	<b>Yara North America, LTD.</b>
<b>Farkas Citrus Nursery</b>	<b>Monsanto</b>	
	<b>ORO-Agri, Inc.</b>	

# FDOC Update

## Domestic Marketing:

Value Added features to supplement the new advertising plan were showcased. These are additional features on Florida citrus we receive because of well negotiated advertising contracts. An example would be a Florida citrus feature during the “Movie and a Make Over” segment on TBS network or a children’s animated feature on Nickelodeon.

“Captain Citrus” is making his way into Hardee, Highlands and Polk County schools in January as part of the school marketing program. We will report more on program as the effort matures.



The new commercial began airing January 3. Consumer feedback (see lower right corner) appears good as early test results show the “Mom” commercials performing to the same level of the “Pour” commercials after only two weeks airing.



Digital media is growing in popularity and becoming the place to advertise. Several partnerships have been formed including one with Fantasy Football on ESPN.

In-store radio is providing 1.7 million impressions in grocery stores throughout the country. In-store television in Wal-Mart with placement in the entry of stores and in the grocery section is delivering 73 million impressions per month. Retail communications is helping to position the FDOC as a resource for retailers and is positioning the health and wellness message using health influencers.



FCOJ10110\_TakeOnTheDay.mp3

The new dietary guidelines provide opportunities and challenges. Two challenges identified due to the increased focus on calories are 1) the reduced focus on nutritional benefits and 2) conveying the meaning of

“nutrient dense” to consumers. A new buzz word in the nutritional worlds is SO-FAS (Solid Fats & Added Sugars) impacts orange juice as most consumers still believe orange juice has added sugar.



## Evaluation:

Retail Juice Sale Dollars are down 4.8%. The FDOC is running below their goals on all Economic Indicators except Export of Grapefruit. Domestic Marketing numbers were positive for Ad Recall and Relevance. Message Communication and Consumption Intent ran 2% under goals. Many programs are just getting underway, such as the new advertising plan and school marketing programs. Future evaluations will be more telling.



## Economic Indicators:

The FDOC hired a firm to study generic advertising on demand for orange juice. The results are through July 2010 and reflect a drop in April, May and June 2010, when advertising funds ran out due to budget cuts. The report is interesting reading and can be obtained from the association office. (See Key Findings & Implications).

Orange juice sales are down 7.9% from the same period last year, although the declines seem to be slowing. This is attributed to prices stabilizing, albeit still higher than consumers prefer. FCOJ is experiencing double digit declines. Florida orange utilization is down 6 million boxes from the beginning of the season. Brazil has completed their season, setting the world supply numbers at -10%. Orange juice inventory is off by 45 million gallons and is expected to go as high as 76 million gallons by the end of the crop season. European prices have doubled over the past year. Their market is much more pliable and Brazil is using the price increases to slow down demand until they can recoup



supplies.

## Budget:

Tax collections are down \$1.5 million due to the later season start. With crop sizes continuing to decline budget adjustments are needed. Reserves have been reduced by \$300,000, 4th quarter media reduced by \$100,000 and \$310,000 has been moved from harvesting research to balance the orange juice budget. Altogether \$825,000 has been taken from the OJ budget.



The Citrus Research & Development Foundation-contract is also shifting. The Foundation expected \$7 million from the FDOC budget by December 31, 2010, but only received \$3 million. Staff is working with the Foundation to make the proper adjustments in an attempt not slow research. A total of \$39 million dollars have been spent by the Foundation to date.



## Consumer comments

“I recently saw a very comedic ad for your company where a gentleman talks to a table full of his children and paper boy about the disaster of a day that is in store for him. He replies to everything by saying at least I had my orange juice. The commercial is awesome and hilarious.”

“Hello! I just wanted to compliment the Florida department of citrus on their wonderful orange juice campaign. The commercials are great. It motivated me to give your website a hit and email you just to say job well done. Great campaigns like yours deserve to be rewarded, so I also wanted to let you know that will certainly keep them in mind when buying orange juice next time.”

## 2011 Board of Directors

The director elections for 2011 are complete. Listed below are your 2011 directors. Biographical information has been provided as well as their contact information (Page 8). Please feel free to contact any of them with comments, suggestions or concerns. They are truly interested in your thoughts.

**Rowdy Bateman** is the Ranch Manager of Bright Hour Ranch. Rowdy has served as a director for many area organizations and as the 2007 President and 2009 and 2010 Secretary-Treasurer of PRVCGA.



**Robert "Bobby" Krause** is a caretaker/grower and licensed CPA. He is the President of Krause Grove Service, Inc. He has been involved in the citrus industry for eighteen years. Bobby has served ten years on the PRVCGA Board serving in a variety of positions- President, Vice President, and Treasurer.



Business. He is currently a fruit buyer and harvesting manager for Sorrells Citrus Inc. and is also the owner of DeSoto Fruit and Harvesting Inc. He has served on PRVCGA's board since January 2007 serving as the President for 2009 and 2010.

**Lenora Brewer** has been involved in citrus production and harvesting for 27 years with her husband, Bob. Lenora has served on the 2006-2009 PRVCGA board of directors, serving as the board's at large member to the executive committee, as Secretary/Treasurer and as Vice President.



**Ben Norris** is President of Robert R. Norris, Inc, a family citrus caretaking company. Ben has served three previous terms as a director of PRVCGA in 1997/98, 2002/03 and 2008/10.



**Hugh Taylor** is part owner and manager of Taylor Cattle and Citrus LLC. A Sr. VP & Chief Appraiser for Farm Credit, he received his degree in Food and Resource Economics from UF. Hugh served as VP for PRVCGA in 2004 & 2005 and as President in 2006.



**Larry Garrett, M.D.** is a retired Anesthesiologist who now spends his time as a full time cattle rancher and citrus grower. He has 30 years experience in cattle ranching, and 18 years as a citrus grower. He has served on the PRVCGA 2008-2010 boards.



**Mike Prescott** has been growing citrus in Hardee County for generations. Mike has served as a board member of PRVCGA on the 1999/2000, 2008-2010 Board, as well as being a grower member and associate member. Mike represented Monsanto for 30 years, recently retiring.



**Eugene H. "Trey" Turner, III** began his career with Eugene H. Turner & Son, Inc. in 1991 rising to the rank of Production Manager. He has served two years as a PRVCGA director (2009 & 2010).



**V. C. Hollingsworth, III** operated a citrus nursery for 25 years, has managed the family citrus operation for the last 29 years and has recently taken over as the general manager of the entire family farm. V.C. is a founding member of PRVCGA and a flagship board member from 1993 - 1996 returning in 2010.



**Ken Sanders** is a realtor with Joe L. Davis Real Estate in Wauchula and specializes in the sale of citrus groves throughout the state. He owns and operates his own groves in Hardee County. Kenny served on the 1993-1996, 2001-2010 PRVCGA Board of Directors, serving as President in 1995, 1996, and 2004.




**Callon C. "Buddy" Keen, Jr.** is a family grower, managing a 6,000 acre farm-citrus operation and Square X Investments. An active member of the community Buddy has served in many local organizations. He has five children, Callon III, James, Patty, C.J., and Jeff, & three grandchildren.



**Justin Sorrells** has worked in the citrus industry almost his entire life. He began working in the groves as a tractor operator at the age of 13, mowing, spraying, herbiciding and any other odd jobs. Justin graduated from Florida Southern College with a degree in Citrus





**Join us at the Board Meeting**

**February 15 - 9 a.m.**

**DeSoto Extension Office, Arcadia**

Discussion Topics  
**Review of Association Bylaws Over Regulation**

## 2011 Director Contact Information

### Rowdy Bateman

Work: (863) 494-2737  
Fax: (863) 494-9123  
Email: [rowdybateman@hotmail.com](mailto:rowdybateman@hotmail.com)

### Lenora Brewer

Work: (863) 494-4846  
Fax: (863) 491-9923  
Email: [LenoraPBrewer@aol.com](mailto:LenoraPBrewer@aol.com)

### Larry Garrett

Work: (863) 993-9649  
Email: [garrettranch01@gmail.com](mailto:garrettranch01@gmail.com)

### V. C. Hollingsworth

Work: (863) 494-0836  
Fax: (863) 494-4319  
Email: [vctthree@hotmail.com](mailto:vctthree@hotmail.com)

### Callon "Buddy" Keen

Work: (941) 722-1167  
Fax: (941) 722-1105  
Email: [keenfarmpatty@yahoo.com](mailto:keenfarmpatty@yahoo.com)

### Mr. Bobby Krause

Work: (863) 735-1286  
Fax: (863) 735-2532  
Email: [kgsbk@earthlink.net](mailto:kgsbk@earthlink.net)

### Ben Norris

Work: (863) 735-0418  
Fax: (863) 735-1435  
Email: [rninc@earthlink.net](mailto:rninc@earthlink.net)

### Mike Prescott

Work: (863) 781-1106  
Fax: (863) 773-2850  
Email: [michael.a.prescott@hotmail.com](mailto:michael.a.prescott@hotmail.com)

### Ken Sanders

Work: (863) 773-2128  
Fax: (863) 773-0011

### Justin Sorrells

Work: (863) 494-3066  
Fax: (863) 993-2206  
Email: [jsorrells8@gmail.com](mailto:jsorrells8@gmail.com)

### Mr. Hugh Taylor

Work: (863) 773-3201 x409  
Fax: (863) 773-9675  
Email: [htaylor@agfirst.com](mailto:htaylor@agfirst.com)


### Trey Turner

Work: (863) 494-4777  
Fax: (863) 494-6342  
Email: [turner3@strato.net](mailto:turner3@strato.net)

Now pay all your PRVCGA invoices online through




Just visit [prvcitrus.org](http://prvcitrus.org)



**The Office will be Closed in Observance of President's Day Monday, February 21.**

**Don't FORGET!**




Please Don't Forget

Hollie is now working Part-time off site.

If you call the Office, please leave a message so we can address your needs properly.

Thanks for your understanding and patience as we work with Hollie to finish her education.

*Congratulations to Grower James Westberry who was honored February 4 as the DeSoto Historical Society's Beloved Citizen of the Year.*



**REMINDER**


Barbara is no longer available by Nextel Direct Connect.


Please update to your contact list.





PRVCGA Office:  
(863) 494-0061  
or (863) 773-2644  
Cellular: (863) 990-9701


## People, Places, & Things

 **Greenbelt** exemptions must be made by March 1. Contact your local property appraiser office for more information.

 An update has been made to the NE DeSoto **CHMA regional spray** schedule. Due to the early freezes, there are concerns trees will flush early this year. Entomologist believe this spray is most important of the entire year. The new dates for sprays are Jan. 24 – Feb. 11. Please contact Jerry Newlin at [jnewlin@orangecofla.com](mailto:jnewlin@orangecofla.com) for more information. We highly encourage all growers to complete this important spray in similar time frames.


 The citrus **crop forecast** decreased 2% from December leaving the estimated crop size at 140 million boxes. This amount reflects 67 million boxes of early oranges and 73 million boxes of late season oranges. The full report can be viewed at [http://www.nass.usda.gov/Statistics\\_by\\_State/Florida/Publications/Citrus/cit/2010-11/cit0111.pdf](http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/cit/2010-11/cit0111.pdf). The USDA also published a Freeze Damage Report January 18. It can be viewed at [http://www.nass.usda.gov/Statistics\\_by\\_State/Florida/Publications/Citrus/cit/2010-11/frz0111.pdf](http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/cit/2010-11/frz0111.pdf). The next USDA Citrus Forecast update will be released February 9 at 8:30 a.m. To access the release, visit: [http://www.nass.usda.gov/Statistics\\_by\\_State/Florida/Publications/Citrus/cfpfp.htm](http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/cfpfp.htm).


 The Florida Department of Agriculture is consolidating the regional citrus **Best Management Practice Manual**. A final draft of the manual is now available from the association office. The manual was sent with the weekly update January 17. Please contact office staff with comments or concerns or if you would like us to resend a copy to you.

 Two individuals, Marcial and David Silva are canvassing our area as part of the Department of Labor's **National Agricultural Workers**

**Survey** (NAWS). They are working for a contractor, JBS International. We have verified the validity of these two gentlemen with Daniel Carroll, Office of Policy Development and Research, U.S. Department of Labor. If you have further questions, he can be reached at 202-693-2795 or [carroll.daniel.j@dol.gov](mailto:carroll.daniel.j@dol.gov). Growers are chosen randomly. Mr. Carroll states the voluntary participation in the NAWS is be much appreciated.


 The January FDOC **Economic & Market Indicators** are now available at [www.fdocgrower.com](http://www.fdocgrower.com) by clicking on 'reports & indicators.' Also, demographic and purchasing data is available every 8 weeks for OJ purchasing households. The reports are available at <http://www.fdocgrower.com/emr/miscellaneous.php>. For questions regarding the report contact Valerie Barnhardt at (863) 537-3959. Nielsen Reports Available can be viewed at: <http://www.fdocgrower.com/emr/niensales.php>. Executive Reports: <http://www.fdocgrower.com/emr/nielsenexecutive.php>.


 **Florida Citrus Industry Research Coordinating Council** (FCIRCC) will meet February 15, 2011 at 1:30 pm and the Florida Natural Grove House in Lake Wales. The meeting will include discussions on the inclusion of the FCIRCC into the Citrus Research and Development Foundation, Plant Introduction Rule, USDA Citrus Repository for Florida, and update on the relocation of the Winter Haven lab, research projects – reported verses actual, setting research priorities for 2011 and future activities.

 **Growth Products & G. P. Solutions** are pleased to announce the addition of two new salesmen to their team, as well as the recent opening and expansion of their manufacturing facility in LaBelle. Added sales staff are David Terrell and Chris Kamberg.

Many will know David as a loyal employee of Florida Fertilizer Company selling N-P-K, micros and wetting agents for three decades. Chris worked for Monsanto for 10 years, and for Agrilience/ Prosource One more recently. Our staff can be reached at: Chris Kamberg 863-673-6327 [ckamberg@nitro30.com](mailto:ckamberg@nitro30.com); David Terrell 863-673-6257 [dterrell@nitro30.com](mailto:dterrell@nitro30.com); Mark White-Technical Sales Rep. 239-214-1072 [mwhite@nitro30.com](mailto:mwhite@nitro30.com); or Randy Oberlander-Sales Manager 914-469-2577 [roberlander@growthproducts.com](mailto:roberlander@growthproducts.com).

 **Growth Products**, Ltd., also recently launched its redesigned website, [www.growthproducts.com](http://www.growthproducts.com). With a dynamic new look and easy navigation, the site offers over 100 pages of searchable information

 Continuing its investment in the future of agriculture, **Syngenta Crop Protection** donated \$50,000 to FFA and 4-H in 2010 through its **Invest in Tomorrow** program. The program funds FFA chapters and 4-H county programs nationwide through an online survey system that equates the total number of responses with a monetary donation. Qualified growers, retailers and pest control advisers completion of this survey secures a donation to the FFA chapter or 4-H county program of the respondent's choosing. Syngenta will continue the Invest in Tomorrow program in 2011 along with other youth initiatives such as **Weeding Out Hunger FFA Challenge**, and the **FFVA Scholarship**.

 The **Peace River Basin Board** will meet Friday, February 12 beginning at 9 a.m. The meeting will be held at the Bartow Service Center of the Southwest Florida Water Management District. Find more details at: <http://www.swfwmd.state.fl.us/about/basinboards/peace.php>.



**Peace River Valley Citrus  
Growers Association**

6 East Oak Street  
Arcadia, Florida 34266

Phone: 863-494-0061

Phone: 863-773-2644

Fax: 863-494-4976

E-mail: [oj@prvcitrus.org](mailto:oj@prvcitrus.org)



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FOR MORE INFO CONTACT  
DAVE OWENS at 941-650-4739