

Peace River Valley Citrus Growers Association

Nutritional Evaluation Plus Tour Highlights

Eighty five growers participated in the Nutritional Evaluation Plus Tour November 18 learning, experiencing and interacting. Growers attending were pleased with the quality of the program.

Almost all of the fifty 2009 participants toured with us again this year and we nearly doubled in size because of the positive reviews from the 2009 trip.

Last year's participants were also taken aback by the improved grove health of both the Boyd Oak Hammock grove (using the "Boyd Cocktail" foliar nutritional program) and Consolidated's Summerland grove (using Keyplex.) The Oak

Hammock grove has been on a foliar program since 2005. Summerland grove has experimented with Keyplex since 2008.

The Summerland block viewed during the tour was the original control block, used to measure success of the other trials. Seeing progress, the Consolidated management team began treating the entire grove with this foliar nutritional program last year. The

See "Tour" Page 2



Volume 17, No. 12
December 2010

Points of Interest:
NEP Tour Highlights
Educational Opportunities
Governor Elect Meets with Ag

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*The board and staff join in sending you
Holiday Greetings
celebrating the tradition of friendship,
wonder of the season and wishing you a
New Year of happiness & prosperity.*

Watch your Mail for Important Documents

As 2010 draws to a close, PRVCGA is preparing for the coming business year.



Operating funds and management of the association are both key to a successful new year for your grower organization.

Membership invoices were mailed December 1. Grower dues will remain \$2 per acre. Thanks to the

strong leadership of your board of directors, PRVCGA has served local growers for 18 years without an increase.

Associate dues will also remain the same at \$200.

We ask you update the membership record information shown. If there are individuals in your business you would like for us to send duplicate information, please include

their name and contact information. We also encourage everyone with email to consider subscribing to the *Citrus Grower* by email. The email format is much more visually attractive and cost efficient for the association. All savings made are an opportunity for better service in other areas.

See "Mail" on Page 4.

Tour Continued from page 1

difference in treatment lengths, allowed growers to see the progressive improvements differing from grove to grove.

Joe Davis, Jr. noted his pleasure in seeing improved grove health stating, "I didn't think the tour could get any better from last year. I'm not sure whether it was the tour or the improved tree health that has me excited."

For more information on the tour, watch both Citrus Industry and Florida Grower magazines. Audio clips from growers and researchers can be heard at: <http://southeastagnet.com/category/citrus/>.



Growers were challenged to find HLB impacted fruit at the Boyd Oak Hammock Grove. Little was found. Left growers



Dr. Hamed Doostar discusses the Keyplex program at Consolidated's Summerland grove. The control block visited



Dr. Bob Ebel discusses using Salicylic Acid as a treatment for

See all the tour pictures on our Facebook page.

Grower Comments from Tour

"It may not be the end of the world. Some of these nutritional plans seem to work really well and may keep us in business until we get a resistant root stock."
—William Head

"Boyd again is the super star. Seeing the amount and size of the fruit on HLB trees was amazing. Bob Rouses trials are a must see, seeing all the different formulations in one spot speaks louder than words" —Anonymous

"The foliar nutrition program seems to be the best temporary solution for HLB. Resistant trees are the hope of the future. Antibiotics might help."
—Larry Garrett

"I can summarize living with HLB as a choice between two foliar nutritional programs: a limited nutritional program of 3 products (the McDonalds diet) or (2) a complete balanced nutritional program (the food pyramid diet). The best looking trees were, as you might expect, benefited from the latter."
—David Keen

"Even though there is no cure for HLB, the groves with 100% infection rates last year have shown a marketable improvement. They have a better crop than last year due to the experimentation of the grove owner or their caretakers. The research the Florida citrus growers are paying for is still going slow but, it has had a few interesting break throughs but they are still 3-5 years off before the growers will get to use any of them."
—Lenora Brewer

"What I see at all of the different groves is that there's not one program or chemical that is suppressing HLB. To me the cost is high to suppress HLB, but we as growers have to look at the big picture and consider this is a long term investment. I expect the growers that are willing to spend the time and money will be the ones that are still in the game at the end."
—Terry Hollingsworth

"The presentation about RNAi impressed me the most. The most disappointing thing of the day was being in a 5,000 acre orange grove and it be 100% infected with HLB. If we can last, there will be a silver bullet."
—V.C. Hollingsworth

"Dr. Hunters talk-- there looks to be some real science that may kill or disrupt the psyllids life cycle. Short term results seem to be good with nutritional and insecticidal controls. Timing and frequency of sprays or fogs are important."
—Rick Turner

"There is hope in keeping a grove in production with 100% greening infestation and canker."
—Shane Russ

"Most encouraging- Dr. Hunter's presentation regarding RNAi interference as a means to suppress the psyllid. The fact that the Boyd grove spray and nutritional program continues to enhance citrus production and tree quality gives us hope for our industry. Our industry and research partners are working very hard to bring profitability to citrus. Can we afford the cost requirements or stay the course long enough is still a question."
—Rowdy Bateman

"Boyd grove still looks good and is producing fruit. Nutrition programs work. Best news was RNAi news sounds very promising in the near future. Informative action packed learning tour- if you were not careful you learned something worse."
—Michael Carter

"Trees and groves with high HLB infection rates can survive and prosper when maintained and cared for properly. Psyllid populations should be kept to a minimum no matter what the infection rate of greening is in your grove."
—Lenwood Hollister

"Seeing what nutritional programs work with our own eyes, tells me that we can adopt such programs to use in our own production, without the trial/error they have already been through. It gives us hope, seeing what they have done to stay in production, being in an area with far worse infection and they are still in the grove."
—Daren Hughes

Grower Comments from Tour Continued

“If you are not on a foliar program, get on one. Even if you have a low HLB infection rate, it can only help you until a long term greening solution can be found.”

—Scott McGowan

“Practices in place on the 2009 tour seem to be successful. Tree health has continued. Most common comment: If you don’t do everything to your trees, get out of the business.”

—Greg Carlton

“Maury Boyd’s grove looked improved and has better crop of fruit than last year. Consolidated’s grove on Keyplex looked improved and has better crop of fruit than last year. Wayne Hunter’s talk on RNAI was exciting and encouraging. Great planning and execution of this very excellent and informative tour.”

—Joe L. Davis, Jr.

“I had a good time. Very rewarding to see we are all trying to kill out these diseases. The groves we saw today look a little better than last year.”

—Robert Norris Jr.

“A lot of great minds are working hard to solve the greening problem. I am very hopeful we will have it solved in 5 years, or less!”

—Mark Manuel

“This was a very informative trip on greening. There are a lot of greening trees out there! The price of fruit should remain high. Impressed with close planting, and I like the pruning of the greening trees. Thanks for the trip, there’s a lot of growers who care.”

—Ken Sanders

“Greening is one of the best things to happen to citrus growers as it has brought nutrition to the forefront. Sound nutritional programs have been shown to increase tree health resulting in more production and thus an actual reduction in cost per box. Best take home message: the citrus industry will survive! Well done. I look forward to next year.”

—Jerry Southwell

“Transformation of the CCLP Grove was amazing from last year to this. RNAi research must be fully funded. PRVCGA did another excellent job putting together the tour and disseminating pertinent information the growers can use.”

—John McLean

“It was a great, information filled day. It’s great to see a different growing region and encouraging seeing multiple caretaking options to fight greening. There are loads of people and money going into fighting greening and setting aside a day to visit with those people helps us in our own groves.”

—Justin Sorrells

“Dr. Ping noted there are different strains of greening bacteria – some are more viral thus the effect of nutritional sprays may be limited. Antibiotics will kill greening bacteria – must be appraised and method of delivery developed.”

—Hugh Taylor

“RNAI- This is not manipulating genetics, it is natural. Very important to get this kind of information out there so there is less resistance from the beginning. I was encouraged by hearing Consolidated is replanting so heavily. Shows signs the industry is not giving up”

—Justin Smith

Growers listen as Dr. Arnold Schumann discusses his research results on Advanced Citrus Systems.



Dr. Bob Rouse tours growers through nutrition trials at the Southwest Florida Research & Education Center.



Growers decontaminate upon entering Boyd’s Orange Hammock grove. This grove is considered to be 100% infected, yet is reportedly producing high yields & has stopped fruit drop.

The photo below was taken in the Orange Hammock grove by Dr. Schumann the day of our tour.



Educational Opportunities

IFAS Citrus Variety Displays

The following IFAS Variety Displays have been scheduled for the 2010/2011 season. Volunteers are asked to come and score the varieties of fruit presented. The data compiled from the scoring will then be turned over to the UF/IFAS research team. The dates are:

- ♦ Jan. 11, 2011, Fort Pierce
- ♦ Mar. 1, 2011, Lake Alfred

Grant Opportunity

There will be a "Grant opportunity: Enhancing the Competitiveness of Specialty Crops" webinar Dec. 16 at 2 p.m. It will offer information on the Specialty Crop Block Grant



Program and how you can apply for grant funds to enhance the competitiveness of specialty crops. The webinar is free but registration is required. Contact Christopher Purdy at (202) 720-3209 or christopher.purdy@ams.usda.gov for more information.

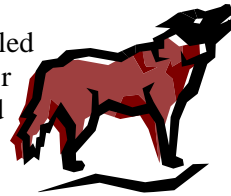
CEU Opportunity

The November Florida Grower is offering a CEU article, "Calibration Equation." To receive credit, read the article and visit FloridaGrower.net to test.



Coyote Workshop

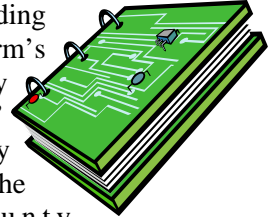
A workshop entitled "Coyote: Their Behavior, Diet, and Habitat" will be held Dec. 9 at 7 p.m. If you would like to review the press release,



contact the office. Please call (941) 722-4524 for additional information.

Food Safety Manual Workshop

The University of Florida/IFAS Cooperative Extension Service will be hosting a "Building Your Own Farm's Food Safety Manual and Plan" workshop January 28 at 10 a.m. at the Sumter County Extension Office. Farmers and growers who are interested in building their own Food Safety Manual are encouraged to attend. Registration is \$30. To register visit <http://nfrec.ifas.ufl.edu> and click 'Small Farms Academy', then 'Available Courses' for a workshop brochure, registration form, and agenda. For more information, call Sarah White at (386) 362-1725 ext. 102 or email sewhite@ufl.edu.



Mail Continued from Page 1



Whether you desire the newsletter by email or not, please assure we have your correct email address. The weekly update, *Behind the Orange Door*, is sent each Monday with recent news updates and the weeks events.

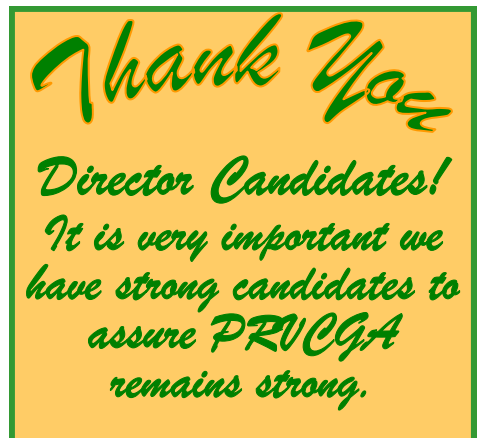
Director election ballots were mailed December 7. Election of your board of directors is the most important role you can perform as a member.

Your twelve-member board serves two-year terms and is responsible for setting policy and dictating the activities of PRVCGA. These individuals must be understanding and responsive to your needs. Inside the election package you will find the ballot, the

confidential ballot envelope, a letter explaining the voting process, the voter designation form (at the bottom of the letter) and a sheet of biographical information supplied by each candidate. By-laws dictate an individual may cast only one vote. If you have more than one membership, each membership receives one vote. However, the same individual cannot vote twice.

Grower members may vote for one candidate in all six seats reflected on the ballot. To vote, you must be a 2011 grower member of PRVCGA. Voting will cease on January 7, 2011.

Should you have any questions regarding the voting procedure, please do not hesitate to call.



2010 PRVCGA Associate Members

Aglime Sales, Inc.	First State Bank of Arcadia	Pavese Law Firm
Agricultural Services International	Flatwoods Consulting Group	Peace River Citrus Products, Inc.
Bayer Crop Science	Florida Citrus Mutual	Progressive Water Resources, LLC
Brandt	Florida Citrus Service, Inc.	Raymond James & Assoc., Inc.
Bright Tiger, LLC	Florida Fuel of Hardee County, Inc.	Root Solutions
Bright Leaf Citrus Nursery	Florida Grower Magazine	Roper Grower Co-Op/Tree See
BV Oil Co.	Florida Orange Marketers, Inc.	RSM McGladrey
C.W. Harrison, Inc.	Florikan	Russ Groves Service, Inc.
Calusa Helicopters	Flo-Tec, Inc.	Scotts Professional Horticulture
Carden & Associates, Inc.	G.P. Solutions	South Florida Land Sales
Carlton Law Firm, P.A.	GSI Supply, Inc.	Southeast AgNet/Citrus Industry Magazine
CF Industries	George Mason Citrus, Inc.	Southern Gardens Citrus Processing
Chemical Containers, Inc.	GOWAN Co.	Stallings Crop Insurance, Inc.
Citrus Solutions, LLC	Growers Fertilizer Corp.	Steele Truck Center, Inc.
Clear Springs Enterprises, LLC	Gulf Citrus Management	Sun Ag, Inc.
Conley Grove Service, Inc.	Hackney, Ames and Heitman PA	Sunbelt Reserch & Development Co.
Crop Protection Services	Hardee County Farm Bureau	SunTrust Bank
Custom Harvest Insurance LTD.	Heller Bros. Packing Corp.	SunTrust Investment Services, Inc. – The Benton/Aguilar Group
Cutrale Citrus Juices USA, Inc.	Howard Fertilizer and Chemical	Syngenta Crop Protection, Inc.
David Cannon Well Drilling Inc.	Johnson Harvesting, Inc.	The Andersons, Inc.
DeSoto Automotive, Inc.	Joshua Citrus, Inc.	The Avanti Company
DeSoto Insurance Agency, Inc.	Joshua Water Control District	Three L
DeSoto Machine Shop/Triangle	KeyPlex	Tranex d/b/a Valencia Harvesting
DLF International, Inc.	Krause Grove Service, Inc.	Triangle Chemical Company
Dunson Harvesting, Inc.	L. Dicks, Inc.	Tropicana Products
E Co Consultants, Inc.	Locher Environmental Tech, LLC	U.S. 1031 Exchange Services, Inc.
EKC Citrus Growers, LLC	Louis Dreyfus Citrus	United Irrigation Supply, Inc.
Environmental Consulting & Technology Inc.	Lykes Insurance, Inc.	Wauchula State Bank
Everglades Harvesting & Hauling	Maassen Oil Company, Inc.	Wedgworth's, Inc.
Farkas Citrus Nursery	Martin Realty Fla, Inc.	Wells & Associates Ins Agency
Farm Credit Leasing	Monsanto	WilsonMiller, Inc.
Farm Credit of S.W. Florida	Morgan Stanley Smith Barney	Yara North America, LTD.
Fields Equipment Co., Inc.	Newton Crouch, Inc.	
First National Bank of Wauchula	ORO-Agri, Inc.	
	Pantuso, Inc.	

Thank You Members & Supporters!

The following grower and associate members have made 2010 a success.

Board Members

Justin Sorrells, President
Lenora Brewer, Vice Pres.
Rowdy Bateman, Sec./Treas.
Ken Sanders, Exec. Com.
Larry Garrett
V.C. Hollingsworth
Buddy Keen
Bobby Krause
Ben Norris
Mike Prescott
Hugh Taylor
Trey Turner

Committee Members

Fran Becker
Robin Bryant
Mac Carraway
Mike Carter
Joe Davis, Jr.
Keith Davis
Larry Davis
Keith Farr
Charlie Harrison, Jr.
Steve Johnson
Jimmy Keen
Cary Mercer
Bobby Mixon
Dave Owens
Gary Russ
Efran Schraeder
Kevin Shelfer
Lynn Shelfer
Justin Sorrells

Sponsors

Platinum:

Bayer Crop Science
Farm Credit
Peace River Citrus Products
C. W. Harrison, Inc.
Sorrells Citrus, Inc.
Tropicana Products

Gold:

Syngenta
KeyPlex
Gowan
Citrus Industry Magazine/Southeast AgNet
McLean Ag
Progressive Water Resources
Southern Gardens Citrus Processing

Silver:

Carlton Law Firm
Flatwoods Consulting Group
Keen & Keen Citrus

Keen Farm & Grove Service
EKC Citrus
Hackney, Ames & Heitman, P.A.
Helena
Joe L. Davis, Inc. Realtors
Krause Grove Service

Bronze:

Carden & Associates
Durrance & Sons, LLC
First State Bank
Stallings Crop Insurance
Wauchula State Bank
DeSoto Insurance
Morgan Stanley Smith Barney
Yara North America

Volunteers

Annual Meeting:

Lenora Brewer
Beth Carsten
Lou Hoopingarner
Patty Keen-Freed
Robyn Norris
April Oxford
Cookie Sanders
Randi Sasser
Kevin & Lynn Shelfer
Callie Skipper
Jocelyn Skipper
Pam Vowles
Debbie Wertz

Farmer Exchange:

Cary & Kaye Mercer
Lynn & Kevin Shelfer
Jim Brewer
Greg Carlton
Buddy Keen
Bobby Mixon
Gene Turner
Farm Credit

Grower Round Tables:

Bob Davidson
Bart Hoopingarner
Daren Huges
Bobby Krause
Efran Schrader
Dr. Michael Rogers
Chemical Containers
Newton-Crouch

Estimate Breakfasts:

Brian Burns
Joe L. Davis, Sr.
Joe L. Davis, Jr.
Anne Wyckoff

Sandy Larrison
Monica Reas
Justin Sorrells
Ben Norris
Rowdy Bateman
Lenora Brewer
Green Acres 4-H
Arcadia Elks Lodge
WZZS-106.9 FM

Ag Education:

Brad Burtcher
Kevin Sanders
Justin Sorrells
Fields Equipment

Peace Talks Tour:

David Brown & Suzanne Chwala-Grant
Progressive Water Resources
The Shelfer Family—Joshua Citrus
Eric DeHaven—SWFWMD
David Brumbaugh—SWFWMD

NEP Bus Tour:

Rhonda Bartlett & Darrel Cox—CCLP
Maury Boyd & Tim Willis—Orange Hammock
Dr. Jackie Burns
Julie Carson
Dr. Megan Dewdney
Dr. Hamed Doostar—Keyplex
Dr. Yong-Ping Duan
Dr. John Dunkleman
Dr. Bob Ebel
Dr. Steve Futch
Dr. Wayne Hunter
Dr. Kelly Morgan
Heath Prescott-KeyPlex
Dr. Bob Rouse
Dr. Arnold Schumann
Justin Sorrells
Dr. Tim Spann
Dr. Phil Stansly
Dr. Ed Stover
Barron Collier—Silver Strand

Legislative/Legal:

Ben Albritton
Jim Brewer
Katherine English
Steve Johnson
Steve Sorrells

Others:

Myles Albritton
Chris Bonnet
Bryan Beswick
Sears Coker—Tropicana
Bob Davidson
David Terrell

Numeric Nutrient Criteria Finalized

On November 14, EPA Administrator Lisa Jackson signed Final “Water Quality Standards for the State of Florida’s Lakes and Flowing Waters.” The final standards set numeric limits, or criteria, on the amount of nutrient pollution allowed in Florida’s lakes, rivers, streams and springs.

The rule will take effect 15 months from the date published in the Federal Register (December 6, 2010), except for the site-specific alternative criteria provision, which is effective 60 days from publication. EPA is extending the effective date for 15 months in an effort to allow cities, towns, businesses and other stakeholders as well as the State of Florida a full opportunity to review the standards and develop flexible strategies for implementation.

Regardless of the amount of time given, the rules will be onerous and expensive to the state and its businesses and citizens. A study completed by Entrix refutes the cost of implementation stated by the EPA in its rule making synopsis. A copy of this study is available from the association office.

Florida Legislators, including newly elected Cabinet members are continuing attempts to make needed changes. It appears at this point the opposition will ultimately rely on legal challenges to effect changes in the criteria.

PRVCGA will continue to monitor this process and report agricultural information as it arises. The EPA is holding webinars to help stakeholders better understand their rules and expectations. To view the rules or

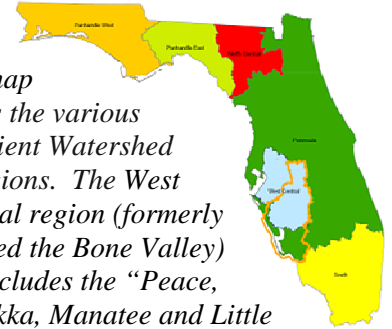
the Federal Register Posting visit the sites below.

Rules/Regulations:

http://water.epa.gov/lawsregs/rulesregs/florida_index.cfm

Federal Register Publication:

<http://edocket.access.gpo.gov/2010/2010-29943.htm>



The map shows the various Nutrient Watershed Regions. The West Central region (formerly called the Bone Valley) includes the “Peace, Myakka, Manatee and Little Manatee River Watersheds. The Orange outline through the West Central Region denotes the Charlotte Harbor National Estuary.

Water Need to Knows

The Southwest Florida Water Management District implemented a Phase I water shortage for its entire 16-county area beginning Dec. 1. This



does not impact agricultural irrigation, but agriculture should be diligent to conserve water as we move farther into the

d r y s e a s o n . Meteorologists are predicting an extended and severe dry period due to an unprecedentedly strong El Niño.

The Shell, Prairie, and Joshua Creek Stakeholders Meeting will be held December 16 from 10 a.m. until noon at the DeSoto County Extension Service Office. Area stakeholders will want to attend to hear updates regarding the watersheds reasonable assurance plan. Because of the recent and extended dry season, the area will be susceptible to increased chloride levels. Area growers will need to monitor their water quality to assure tree health and natural systems are not impacted.

The USGS has just released a report (SIR 2010-5189) on the Charlie Creek basin conducted in cooperation with the Southwest Florida Water Management District and area landowners. Study results suggest agricultural land-use practices have increased the specific conductance of stream water in the Charlie Creek basin. The specific conductance of stream water monitored at five stream gages was positively correlated to the percent of citrus land used in the area upstream of the gage. The Charlie Creek report is available online at: <http://pubs.usgs.gov/sir/2010/5189/>.

The Southwest Florida Water Management District is amending the Facilitating Agricultural Resource Management Systems (FARMS) program to allow cost share for projects to reduce frost/freeze protection withdrawals. A copy of the proposed rule can be seen at <http://www.swfwmd.state.fl.us/rules/proposed/details/31/>.

Gordon “Mac” Martin was appointed to the Peace River Basin Board. An Associate member of PRVCGA, Mac owns and operates Martin Realty Fla. in Arcadia dealing heavily with agricultural properties. Mac will succeed Ken Harrison, also of Arcadia. Congratulations Mac!



Don't FORGET!



Report all Freeze Protection Quantities Separately!

Governor Elect Meets with Ag

Governor Elect Rick Scott is touring the state, meeting with various business entities. The meetings are to help prepare the Governor elect for executing his campaign promises to produce more jobs and a stronger economy.

He met with agriculturalist from across the state, including PRVCGA President, Justin Sorrells and

Executive Director Barbara Carlton, to seek input from this segment of the workforce and to solicit agriculture's help in making his administration a success.

To do this, Scott is encouraging participation by serving on his transition team, stepping into leadership roles through appointment to key vacancies and communicating

regularly with his team, providing suggestions. In his comments, Scott plainly said, "Government is too big. I'm going to do everything I can to make it smaller."



Leadership DeSoto Holds Ag Day

The Leadership DeSoto Class of 2010/2011 spent a day learning about DeSoto Agriculture. Presentations and tours of agricultural operations in helped the community leaders better understand the importance of agriculture production in



DeSoto County and the State of Florida.

Learning about beef cattle, dairy production, nursery plants, vegetable farming and citrus showed the leadership class the diversity of their home county. The diversity also creates balanced growth, and economic well-being.

PRVCGA staff was on hand to discuss

issues relative to citrus production, dispelling commonly misunderstood ideas. Topics included production practices, labor, tax benefits, imports, food safety, food labeling and other key topics.

PRVCGA Director V.C. Hollingsworth is a member of the second leadership class.

Hardee Ag Venture

The Hardee County Farm Bureau held their annual Ag Venture (a/k/a Ag in the Classroom) field day for Hardee County 4th graders in November. The kids were treated to a day at the Cattlemen's Arena where they visited a variety of stations to learn about differing types of agriculture.



Kevin Sanders teaching the 4th graders the different uses of citrus.

PRVCGA hosted a station where the students learned how their orange juice comes from the grove to their tables. Kevin Sanders of Sorrells Grove Care assisted with the event. It is always great to have involved and helpful members!

FDOC Conducts School Marketing Test

The Florida Department of Citrus is organizing a test School Marketing Program in Hardee County. Running from November 2010 to May 2011, the test program will feature activities created for both in-school and on-line programs. Teachers will be able to download guides. There will be interactive on-line activities and competitions.

Local growers will be used as ambassadors. Volunteer ambassadors from Hardee County representing


PRVCGA are Steve Johnson, Matt Moye, Ken Sanders, Bess Stallings, and David Terrell. If you are interested in participating, please contact Vanessa Hodak, Director of Food Services at (863) 537-3970 or call the association office.


Two additional counties, Highlands and Polk will also be the focus of similar trials. The program hopes to touch 97 schools, 2,865 teachers and 50,000 students during its six month duration.





Join us at the Board Meeting
December 21 -9 a.m.
Please contact the office for directions.


People, Places, & Things

 The **Hardee Legislative Delegation** will meet Friday, December 17 at 2 p.m. in the County Commission Chambers. This is the perfect time for agriculturalists to interact with our elected officials.


 The **Florida Citrus Show**, formerly known as the Indian River Citrus Seminar will be held at the Havert L. Fenn Center in Ft. Pierce January 19-20, 2011. The agenda has been set and can be viewed at www.citrusshow.com. There will also be more than 80 exhibitors. Registration is free at the web site above.


 The U.S. Department of Agriculture has released its notice to growers regarding the naming and release of the **US-942 Citrus Rootstock**. If you would like to review the press release please notify the office.

 There will be a **“Grant opportunity: Enhancing the Competitiveness of Specialty Crops” webinar** Dec. 16 at 2 p.m. It will offer information on the Specialty Crop Block Grant Program and how you can apply for grant funding. The webinar is free, registration is required. Contact Christopher Purdy at (202) 720-3209 or christopher.purdy@ams.usda.gov for more information.

 Partnership proposals are now being accepted through December 10 in Florida for **Wetlands Reserve Enhancement Program (WREP)** funds. The program provides landowners financial and technical assistance to protect, restore, enhance, and manage high priority wetlands and optimize wildlife habitat. Send proposals to the Florida NRCS state office no later than December 10. Please visit: <http://www.nrcs.usda.gov> or contact Edward Wright, Assistant State Conservationist for Easement

Programs, 352-338-9502, e-mail: edward.wright@fl.usda.gov for additional information.


 **Syngenta Crop Protection** has initiated their 2011 internship program. There will be a total of seven positions throughout the state’s major citrus producing areas. For more details or to recommend an intern contact John Taylor (561)694-8671 or email john.taylor@syngenta.com. Applications are accepted through Jan. 2011.

 The **Florida Department of Citrus** has released several informational reports for your review. Reports are listed below.

◇ The September import and export report is available at <http://www.fdocgrower.com/emr/availability.php>.

◇ The Nielson-Executive Report reflecting data and charts for over 500 combinations of OJ and GJ categories by region and outlets is available at <http://www.fdocgrower.com/emr/nielsenexecutive.php>.

◇ The November Economic & Market Indicators are available at http://www.fdocgrower.com/d/economic_and_market_research/availability_and_movement/indicators-florida_citrus_economic_and_market/2010/november_2010.pdf.

 John O’Connor, Jr. and Frank Connor (deceased) were named the **Manatee County 2010 Agriculturalists of the Year** and were inducted into the Manatee County Agricultural Hall of Fame. Inductions were made at the annual Farm City Week Luncheon sponsored by the Women’s Club of Palmetto.



NEW MEMBER
Richard & Nicole Howe
 of
Calusa Helicopters



PRVCGA Members in the NEWS

Associate Johnny Georges, of GSI Supply, Inc. is featured in the “Tree-T-Pee an Invention Whose Time Has Come” on the December cover of

Now pay all your PRVCGA invoices online through



Just visit prvcitrus.org

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



Give Your Crops a Vital Production Boost!

Utilize from Helena is a foliar nutrient system that boosts plant performance during the vital reproductive stage. The primary component in Utilize is Goemar GA 142, a recognized physiological activator. Utilize contains the most concentrated form of GA 142 that is available on the market.

This unique product increases chlorophyll production in crops. By doing so, it enhances photosynthesis, which helps the crop increase uptake and utilization of soil- and foliar-applied nutrients. With increased nutrient utilization and a stronger crop, yield potential can be significantly enhanced.

Utilize also promotes polyamine production, which enhances pollination uniformity. This typically results in improved fruit holding capacity and size uniformity.

Utilize is labeled for use on many crops. Applications should be timed to coincide with the onset of flowering or blooming.

Utilize has been researched and tested on a variety of crops. For specific data, talk to your dealer or Helena representative.



- Increases chlorophyll production
- Increases photosynthesis
- Improves nutrient acquisition & utilization
- Improves pollination uniformity
- Improves fruit set & holding, & uniformity of sizing

Always read and follow label directions. Utilize is a registered trademark of Goemar. People...Products...Knowledge... is a registered trademark of Helena Holding Company. © 2011 Helena Holding Company.

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