

CITRUS



Peace River Valley Citrus Growers Association

Grower Meeting June 9



It is time for the semiannual Grower Round Table Meeting. It will be held at Bobby Krause's barn in Wauchula June 9th beginning at 11:30 a.m. We will continue to focus on coordinated psyllid control. Lunch will be provided by Krause Grove Service.

Hardee County has some of the newest Citrus Health Management Areas

(CHMAs). There is much work to be done with the CHMAs, which are basically lines on a map at this point. It is time for growers to become involved, interacting with CHMA captains, caretakers and other growers. A list of CHMA captains can be seen on page 2.

While we are focusing on the Hardee County CHMAs, there will be lots of information for everyone. Regional Citrus Agent, Steve Futch will be organizing DeSoto County shortly and then moving to coastal counties. The

faster growers become aware and participate in the process, the faster psyllid populations can be reduced. Results of organized control are showing very positive results. See the program for the meeting on page 2.

The CHMA program has become the focus of the research community, industry leadership and the Florida and U. S. Department of Agriculture (FDACS & USDA, respectively).

IFAS received funding of \$89,000 for organization

See "Grower Meeting" Page 2

FDOC Plans Tax Reduction



The Florida Department of Citrus (FDOC) provided the first glimpse of their

budget preparation process at the May Florida Citrus Commission meeting. At the conclusion of their presentation to Commission members, staff was instructed to work toward a budget based on a two cent box tax reduction.

Two years ago, the Florida Citrus Commission (FCC)

indicated they would reduce the box tax rate Florida growers pay to the Florida Department of Citrus in order to offset the \$.03 research referendum tax.

Growers ultimately voted in favor of the \$.02 increased tax in the research referendum, but the total tax liability was not offset because the Citrus Research & Development Foundation fell short of funds needed for HLB re-

search. The funds needed were taken from the FDOC budget.

Ultimately, Governor Crist vetoed the bill containing the \$.03 research referendum. That veto was corrected by the newly seated Legislature. The new \$.03 research tax, replacing the previous \$.01 tax, will go into effect July 1, 2011, the same starting date of the FDOC 2011/2011 budget now being discussed.

See "Budget Reduction" Page 3

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Points of Interest:

- Grower Meeting June 9
FDOC Plans Tax Reduction
Citrus Legislation Changes FCC/FDOC
Property Tax Conundrum

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Citrus Legislation Changes FCC/FDOC



The Florida Citrus Commission (FCC) and the Florida Department of Citrus (FDOC) will undergo some changes in the next month as legislation penned by Senator J. D. Alexander, approved by the Legislature and signed by Governor Rick Scott is enacted.

The vast majority of the industry opposed the legislation because it had not been properly vetted in the industry. Historically, changes made to citrus laws were forwarded from

the industry to the Legislature. This came from the Legislature to the industry, setting a dangerous precedent.

Changes include:

- ◆ Reducing Citrus Commission Districts from four to three
- ◆ Reduce the FCC from twelve members to nine
- ◆ End the current terms of all 12 citrus commissioners June 30. The Governor will then appoint/reappoint nine commissioners.
- ◆ Implement term limits and Senate confirmation on the FDOC Executive

Director

- ◆ Establish a five-day work week at the FDOC
- ◆ Cap all variety tax rates at 2010-2011 levels

The industry is currently awaiting Commission appointments, which need to be made within the month. We will report appointments and other developments as they happen.

We also would like to thank everyone who took the time to contact the Governors office. While an uphill battle, it was important our industry be heard.

Grower Meeting Continue from Page 1

of the program's website, Dr. Michael Rogers work as a leading entomologist in this field, as well as funding for County Extension personnel. USDA and FDACS are stepping up to play an important role in the process utilizing their personnel for pest scouting and documentation. FDACS has also taken on funding the position of CHMA Coordinator rolling it into the Bureau of Pest Eradication.

The four Hardee County CHMAs are actively working toward spraying the citrus acreage in Hardee County during the month of June. Additional sprays will be targeted for the fall.

The northern half of the county will be targeted during the earlier part of June and then the lower half in the later part of June.

The leadership is suggesting an organophosphate (OP) type of insecticide. Many will be applying dimethoate. Dimethoate may not work for everyone. Growers with Valencia oranges to be harvested will not be able to use this product as the pre harvest interval is 15 days with a restricted entry interval of 48 hours.

Join us June 9 to learn the latest developments in this quickly evolving process. See the agenda right.

AGENDA

How can psyllid control coordination help you? What are growers ,who have been coordinating, seeing in their groves?

— Steve Farr, Ben Hill Griffin, Inc. & Highlands Co. CHMA Area Captain

Newly Formed Local Efforts

— Steve Futch, Regional Citrus Agent

Psyllid Survey Efforts: Who's in your grove?

— Paul Mears, Field Station Supervisor, FDACS, Bureau of Pest Eradication

Where do we go from here? The Future of CHMAs

— Greg Carlton, FDACS/Chief, Bureau of Pest Eradication

HARDEE COUNTY CO-CAPTAINS:

Northwest Quadrant:

Roger Conley — rogerkconley@aol.com or (863) 445-5506

Jared Revel — jrevell@howardfert.com or (863) 214-3027

Northeast Quadrant:

Roger Conley — rogerkconley@aol.com or (863) 445-5506

Darin Hughes — darin@krausegroveservice.com or (863) 781-0349

Carl Saunders — doublecc@embarqmail.com or (863) 781-5558

Southwest Quadrant:

Darin Hughes — darin@krausegroveservice.com or (863) 781-0349

Justin Smith — judgejustin@hotmail.com or (863) 781-3432

Southeast Quadrant:

Clay Chancey — cgcag@wildblue.net or (863) 445-4400


Keith Farr — kmfarr@embarqmail.com or (863) 781-1464

David Terrell — dbaterrell@yahoo.com or (863) 781-0536

Budget Reduction Continued from Page 1

The budget will be presented for the first time outside of the commission chambers at the Citrus Conference in Bonita Springs June 15. PRVCGA will host a presentation for our members at the September 20th Board meeting, to be held at the First National Bank in Wauchula.

The program plans related to the budget will target markets with the most potential. Program plans are prepared on a sliding scale to increase or decrease according to available funding. Commissioners are faced with two large unknown factors in their planning process. First, the amount needed by the Citrus



Research & Development Foundation (CRDF) has largely impacted recent year's budgets. The Foundation's request to date is \$10 million. Two million dollars of additional funding was in the state's budgets, but was vetoed by Governor Scott.

Four years ago the Long Range Committee determined the FDOC should move away from research. Since that time, it has been impossible to divide advertising and research because of the disease research needs at the CRDF. The 2011/2012 budget will largely be driven by the industry's desire for the CRDF to be funded and to what level.

Secondly, if the old FDOC building is sold, the monies are to be placed in the Citrus Advertising Trust Fund for use by Florida growers. This could be in excess of \$1 million.

The orange juice creative will attempt to inspire consumers to drink OJ every day. The secondary focus will target people who think "it's just juice", by adding OJ into their healthy habits. The creative will continue with the "Take on the Day" commercials. The newest version featuring a father planning his day can be viewed at: <http://ht.ly/4VGFL>.

Television continues to be the most effective media, as it is cost efficient and has the broadest reach. Television media will be supported with online advertising for a total creative of \$13,298,000.



There will be grapefruit juice promotions targeting women 25 - 44. In a consumer test:

- ⇒ ¼ of women polled had never tried grapefruit juice.
- ⇒ 46% don't consume GJ because they "think" they won't like it.
- ⇒ 67% of those who like GJ say taste is the reason for drinking it.

Public Relations initiatives will focus



Revenue Comparison

Budget	Assumes CRDF Rate of 3¢ / Box		
	DOC PO 25¢ / BOX	DOC PO 24¢ / BOX	DOC PO 23¢ / BOX
2010-11			
Carryover	\$5,879,000	\$3,689,000	\$3,689,000
Carryover CRDF	300,000	2,000,000	2,000,000
2009-10 Unspent Certified-CRDF	1,781,800	0	0
2009-10 Unspent Certified-Other	1,097,100	0	0
Tax Assessments-Domestic	42,215,800	42,333,190	40,678,790
Tax Assmts-Imports (Opt Out)	1,928,666	2,536,000	2,435,000
Interest/Other	588,000	482,400	482,400
Federal Approp-Research	290,000	97,000	97,000
FAS Program	5,204,718	5,007,820	5,007,820
Total	\$59,285,084	\$56,145,410	\$54,390,010
Difference to 2010-11 Budget		(\$3,139,674)	(\$4,895,074)

Expenditure Comparison

Current	Assumes CRDF Rate of 3¢ / Box		
	DOC PO 25¢ / BOX	DOC PO 24¢ / BOX	DOC PO 23¢ / BOX
2010-11			
Admin & Support Ser/GRSC	\$4,682,200	\$4,490,300	\$4,420,100
Research			
Gen Ops/Product Res	3,333,524	3,045,650	3,045,650
Disease Research	12,998,100	9,750,200	8,532,200
Harvesting	1,303,385	980,000	980,000
Econy/Mkt Research	1,948,000	1,882,000	1,882,000
Subtotal Research	19,583,009	15,657,850	14,439,850
Domestic Mktg			
Gen Ops/Public Relations	4,177,000	\$4,218,950	\$4,218,950
PO Advertising	15,849,500	16,010,000	15,720,000
FF/GF Juice	1,803,000	1,703,000	1,703,000
Cons/Trade/Industry	3,528,750	3,972,000	3,972,000
Subtotal Dom Mktg	25,358,250	25,903,950	25,613,950
Int'l Promotions			
DOC	3,425,900	3,463,000	3,463,000
FAS	5,204,718	5,007,820	5,007,820
Subtotal Int'l Mktg	8,630,618	8,470,820	8,470,820
Budgeted Expenditures	58,254,077	54,522,920	52,944,720
Reserves	1,031,007	1,622,490	1,445,290
TOTAL	\$59,285,084	\$56,145,410	\$54,390,010

Educational Opportunities

Labor Forum

FFVA will hold a series of meetings to discuss labor-related issues affecting agriculture. Topics will include I-9 audits, Social Security no-match letters, E-verify, Updates on new federal legislation.



Balm: Noon, Wed., June 8
Gulf Coast Research & Education Center, 14625 CR 672, Wimauma

Immokalee: 5:30 p.m., Wednesday, June 8
Southwest Research & Education Center, 2685 State Road 29 North

Belle Glade: Noon, Thursday, June 9
Everglades Research & Education Center, 3200 E. Palm Beach Road

The meetings are complimentary and a meal is provided. Advance registration is required by June 7. Contact FFVA at (321) 214-5200.

SFCC Courses



South Florida Community College is offering Introduction to QuickBooks (CRN #30746) June 21 & 23 and Intermediate QB (CRN #30747) June 28 & 30. The cost is \$130 for each class. Both levels will span from 7-9 p.m. and be held at the Lake Placid campus. Call Lorrie Key at (863) 784-7033 for more information.

SFCC will also be providing computer science workshops, including Microsoft Excel and Google Docs,

this summer. For further info call (863) 784-7405.

If you are interested in learning the key expressions used in a working environment, South Florida Community College is offering "Workplace Spanish" on Mondays, Jun. 20-Sept. 19 from 6-8 p.m. at their Highlands campus. For more info call Lorrie Key at (863) 784-7033 or to register call (863) 784-7405.

Water Choices III



July 7, Water Choices III will be held at the University of North Florida in Jacksonville. The conference will discuss the water ethics to help guide policies, politics, development, infrastructure, culture and community. To have an impact on the water issues that affect our quality of life, register at http://floridaearth.org/index.cfm?fuseaction=events.one_event&event_id=99&x=9102153

Certified Pile Burner Course

A Certified Pile Burner Class has been scheduled for Wednesday August 17, 2011 at the Bert J. Harris, Jr. Ag Center in Sebring. For details go to either http://www.fl-dof.com/training_education/training_schedule.html or <http://highlands.ifas.ufl.edu/>. Registration is \$50. For more information contact Tim Hurner, Highlands County, UF/IFAS, (863) 402-7150 or email: plowboy@ufl.edu.



WPS Train-The-Trainer

This class will be offered in Manatee County on an as needed basis. Please call Crystal if interested at (941) 722-4524. For other WPS workshops visit: <http://www.flaes.org/upcomingmeetingsandworkshops.html>

FSHS Conference

For information about the Florida State Horticultural Society Meeting June 5-7 visit www.fshs.org or contact Mark Ritenour, Ph.D. at ritenour@ufl.edu.



New Series of Ag Classes

Polk State Corporate College Agriculture Business & Technology Institute is offering a new series of programs and classes revolving around agriculture safety and security. A list of all the classes being offered can be received by contacting the office.



CEUs Available

Multiple CEUs are being provided this month complimentary of Florida Grower Magazine and DuPont Crop Protecting. Visit the following website, read the articles, take the tests and receive the CEUs you need. Visit <http://www.growingproduce.com/floridagrower/ceu/> to view a full list of CEU articles.



Welcome New Members

<p>Grower Morrell Trammell Heart Groves, Inc.</p> 	<p>Associate Lester Clark Wells Fargo</p> 
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UF/IFAS CITRUS FIELD DAY

SOUTHWEST FLORIDA
RESEARCH & EDUCATION CENTER

2 CEUs FOR PESTICIDE LICENSE RENEWAL
2 CEUs FOR CERTIFIED CROP ADVISORS

RSVP REQUIRED: (863) 674-4092

JUNE 23 ~ 9:00 A.M.

2011 PRVCGA Associate Members

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

CRDF Update



Dr. Harold Browning will return to the Florida citrus research community as the new Chief Operating Officer of the Citrus Research & Development Foundation (CRDF). Browning retired from his IFAS post as the Lake Alfred Citrus Research & Education Center Director in 2010.

He has recently returned to the

industry doing grant writing contract work for the CRDF. Unfortunately, his recent report to the Foundation was disappointing, as he reported there was no available funding from outside the industry. His recommendation suggested the Foundation look within the industry to large growers or industry partners such as processing, fertilizer and crop protection companies.

The May progress report is available online at: http://www.citrusrdf.org/blog/wp-content/uploads/2011/05/Vol_1_Issue_11_May-2011.pdf. It discusses the CRDF's application for Block Grant funding and lists annual and final research reports no available for viewing at their web site <http://www.citrusrdf.org/blog/>.

The CRDF Board will meet during the Citrus Conference June 16.

Property Tax Conundrum

Justin Smith, Citrus Specialist at the Florida Department of Revenue (FDOR) addressed the PRVCGA board for help in assuring citrus property values are appropriately levied.

The FDOR has historically used



IFAS income and expense information for setting property tax rates for citrus groves. However, the figures provided are dated and appear not to include all costs, which make it appear as growers have more income and lower expenses. Correct numbers were required immediately, if

property taxes in local counties are to be adjusted appropriately.

The board agreed to provide their average costs per acre to determine an average cost per acre. Staff will work with the FFOR to determine a better system for future years.

Harvesting Concerns Discussed

Fernando Cisneros, an area H2A Harvester addressed the PRVCGA board with his concerns regarding the complex and onerous nature of the H2A Guest Worker Program.

Specific items of concern are the Department of Labor's (DOL) requirement harvesting companies hire any domestic worker who applies and their nonexistent record keeping

on this labor force. The program is expensive and complex. Average wage rates for the H2A program have also risen significantly.

PRVCGA president, Justin Sorrells, also an H2A employer, was of great help in the discussion. The Board communicated our concerns to Florida Citrus Mutual's H2A Committee offering our assistance in efforts to correct deficiencies.



Fernando Cisneros, President of Mighty Mole, Inc., addressed the PRVCGA board with concerns regarding the H2A Guest Worker Program.

Familiar Faces at DPI



The Florida Department of Agriculture and Consumer Services has recently hired two familiar faces at the Division of Plant Industry.

Richard Gaskalla has returned to the position of Director after leaving nearly a year ago to accept a position with the USDA. Gaskalla's return comes at a critical time, as the industry



creates Citrus Health Management Areas (CHMAs). These pest control areas will ultimately help growers control pests in a more economically efficient and environmentally friendly manner. Coordination is proving to have positive results for all of Florida.

In creating his team to lead this new effort, Greg Carlton has returned to his former position as Bureau Chief of Pest Eradication & Control.



He will also serve as the Florida citrus industry's CHMA Coordinator organizing growers in cooperative psyllid control efforts.

Carlton can be contacted at (863) 632-2355 or Greg.Carlton@freshfromflorida.com.

Learn more about coordinated psyllid control at PRVCGA's Grower Round Table Meeting, June 9. See page 1 for more details.

Captain Citrus Visits N. Wauchula Elementary



In an effort to reach young children, the Florida Department of Citrus

has launched a new pilot program aimed at K-5 students, teachers and family : The Adventures of Captain Citrus. Captain C is set to emphasize the importance of Florida orange juice to a students day.

Captain Citrus flew into North Wauchula Elementary School May 16

to visit with the schools 1st grade classes. He brought with him Hardee County grower, Steve Johnson, who explained to the kids what he does in his job. Sample tasting was provided of orange juices, fresh oranges and



Grower Presenter, Steve Johnson with Captain Citrus

grapefruit. Goodies were also provided to the kids and teachers.

The Adventures of Captain Citrus also included a Creative Juice Challenge. Carrie Sue Taylor (shown right) of Wauchula Elementary won the contest by demonstrating on a



poster how orange juice begins with a fruit on a tree. Semi-finalists, winners, and their teachers can be viewed at <http://captaincitrus.com/contest>.

Seventh Annual Florida Citrus Industry Annual Conference June 15-17, 2011

Educational Session

8:30 am -9:15 am
World OJ Situation
Bob Norberg, Florida Department of Citrus

9:15 am - 10:00 am
Avoid Pesticide Resistance
Dr. Jim Frank, Syngenta

15 minute Break

10:15 am - 11:00 am
Promising HLB Research
Dr. Arnold Schumann & Dr. Michael Rogers, IFAS/CREC

11:00 am - 11:45 am
Statewide Best Management Practices
Rich Budell, FDACS Office of Agricultural Water Policy

Family Fishing Excursion

Friday, June 17, 2011

Enjoy a relaxing day on the water with your family! This outing is perfect for beginners who are new to fishing, or for the experienced angler catching grouper, snapper, mackerel and cobid

Excursion includes:
Transportation to and from the marina; breakfast, lunch and snacks on board the boat; all rods, reels, bait, tackle and licenses.

For more information please call (863) 682-1111.

Spouse Event

Ladies, don't miss out on the "Juicy Scoop" for the latest in health, nutrition, beauty and fashion.

Sponsored by the FDOC, space at this event is limited, so please RSVP early to guarantee your spot!

For more details on the Spouse Event, please contact Vanessa Hodak at VHodak@citrus.state.fl.us.

Hyatt Regency Coconut Point
5001 Coconut Road
Bonita Springs, FL
Room Rates: \$149.00 + tax
For reservations call (239) 444-1234 or visit <http://www.flcitrusmutual.com>.

Please call the hotel to make your reservations. Florida Citrus Mutual is not responsible for hotel reservations. Ask for the Florida Citrus Industry Annual Conference group rate. Group rate cut-off is May 16, 2011 or whenever the group block is sold-out, whichever comes first. Hotel reservations must be cancelled by registrant.

Florida Citrus Mutual will not be responsible for hotel cancellations.

Citrus Scramble

Friday, June 17, 2011
"Shotgun" start at 8:00 a.m.

Raptor Bay Golf Club
Bonita Springs, Florida

Scramble includes:
One round of golf at Raptor Bay, goodie bag, beverage cart access, and practice range access.

Lunch will be provided for tournament participants.

Transportation will be available from the Hyatt Regency Coconut Point to the Raptor Bay Golf Course on the morning of the Scramble at no charge.

For more information on the Citrus Scramble, please contact Kevin Metheny at (863) 682-1111 ext. 232 or at kevinm@flcitrusmutual.com.

Camp Coconut

Kids, join us for another exciting year at Camp Coconut!

Camp will provide two nights of fun, games, activities and dinner for children ages 3 and up.

Children must be potty-trained to attend Camp Coconut.

Nanny service is available through the hotel for children under age 3.

For more information on Camp Coconut, please contact Tamara Wood at (863) 682.1111 ext. 203 or at tamaraw@flcitrusmutual.com.

Water Management District Undergoes Changes



The Florida Legislature and Governor Rick

Scott impacted state water management and a variety of restoration efforts in their quest to reduce the state budget and reduce regulation. Water programs state wide were impacted.

The state water management district's budget reduction bill, SB 2142 was signed into law requiring a 30% reduction in ad valorem taxing by four of the five districts—Southwest Florida Water Management District (SWFWMD) is one of the four. This action effectively reduces property taxes statewide by just over \$200 million.

In anticipation of this bill the SWFWMD Governing Board has dissolved all of its basins boards. The basin boards have acted as a liaison between local governments and the water management districts providing cost sharing programs and other lo-

cally focused programs the basin boards have deemed appropriate. The Governing board is making attempts to keep these local relationships alive, as well as many of the programs associated with the basin boards. One particular program of interest to citrus growers is the Facilitating Agricultural Management Systems or FARMS program. As a top producing program of the district, this program appears solidly funded in the reduced budget.

The Governor vetoed \$615 million in appropriations around the state, which included \$305 million in spending authority for the Florida Forever program, \$2.5 million for regional planning councils and \$500 thousand for Lake Okeechobee phosphorus loading research.

There was also popular legislation which would have prohibited the Florida Department of Environmental Protection from implementing the U.S.

Environmental Protection Agency's Numeric Nutrient Criteria (NNC). The legislation ultimately failed. There continues to be heavy public outcry about the criteria, with 37 plaintiffs challenging or intervening against the NNC through the court system.

To track the Governor's actions on individual bills passed by the Legislature, visit <http://www.flgov.com/bill-action/>.



Charlotte County Commissioner Bob Star visits TRB Grove to monitor the progress of their FARMS/EQIP reservoir project.

Expo Schedule Set



This years Citrus Expo will encompass the theme "Proactive Innovations for a Positive Future." Presentations will range from marketing and economics to production and pest management.

Multiple CEUs and CCAs will be provided. View the full schedule at www.CitrusExpo.net.

Casino Night, like last year, will be hosted as a fundraiser for the Florida FFA. The event will be held at the Holiday Inn at Gulf Coast Town Center.

Growers can register in advance to be entered into a drawing to win a John Deere gun safe, complimentary of Everglades Farm Equipment. Online preregistration at www.CitrusExpo.net, courtesy of Keyplex, will remain open until Aug. 12.



Dave Moore has resigned as Executive Director of the Southwest Florida Water Management District. This is a great loss for all water users in SWF.

Dave's fair and balanced approach to water needs has taken the District far in his 8 years of service.



After 30 years with Syngenta Crop Protection, Gary Sawyer will be retiring July 1st. Gary has been a stellar representative for Syngenta, a capable & helpful business associate, and to many of us, a good friend.

We wish him all the best in his new life.

People, Places, & Things

🍊 The USDA released the monthly *crop estimate update*. All orange production decreased 1%. Non-Valencia orange production is unchanged, and Valencia orange production decreased 3% to 70,000 (million) boxes. The full report can be viewed at http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/cit/2010-11/cit0511.pdf The next USDA forecast update will be released June 9. **Southeast AgNet** is providing “live” online coverage of the monthly citrus forecast updates. Visit southeastagnet.com to listen.

🍊 The Social Security Administration (SSA) has resumed sending out “*No-Match*” letters to employers. Employers are not required to respond and the letter alone should not be the basis for taking action toward an employee. Details regarding the “No-Match” letters can be viewed at <http://www.growingproduce.com/news/?storyid=5425>.

🍊 Recently Governor Rick Scott reappointed Albert Joerger, H. Paul Senft and Doug Tharp to the *Southwest Florida Water Management District Governing Board*. All reappointments are subject to confirmation by the Florida Senate.


🍊 Phil Stansly, UF entomologist, recently discussed the affects of *insecticides and foliar nutrition on HLB infected trees*. The report can be heard by visiting <http://southeastagnet.com/2011/05/01/insecticides-foliar-nutrients-both-aid-hlb-infected-citrus/>.

🍊 Bob Norberg recently presented a scenario on the *world long-term orange juice demand*. If interested in viewing the presentation visit http://www.fdocgrower.com/d/economic_and_market_research/publications_and_presentations/powerpoint_presentations/norbergbrazil05-12-11.pdf.

🍊 Tim Spann of UF has interviewed with *Citrus Industry ENews* to summarize the apparent *benefits of foliar nutrients on HLB-infected trees*. Listen at <http://southeastagnet.com/2011/05/09/uf-researcher-discusses-foliar-nutrients-and-hlb/>.

🍊 The *University of Florida Dean of the College of Agriculture and Life Science* position has been filled by Dr. Teresa Balsler of the University of Wisconsin-Madison.

🍊 *Citrus Industry E-News* has provided an interview done by USDA scientist, Wayne Hunter, describing *RNA interference*, a tool that has potential for genetically controlling psyllid. Listen to the interview online at southeastagnet.com/2011/05/13/citrus-researcher-tells-how-rnai-will-work-on-psyllids/



PayPal has been discontinued due to the end of billing season. It will be available again in December for the 2012 billing season.

Members in the News

Bert and Barbara Roper were recognized by the Heritage Foundation as “History Makers” on May 19.


We are pleased to have Hollie back in the office full time through the summer.



Growers:

Please help us obtain new Associate Members by using the postal cards sent with your membership stickers.

This small effort by you will produce large results for PRVCGA!



Join us at the Board Meeting

June 21 -9 a.m.

DeSoto Extension Office, Arcadia

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



Simple. Powerful. Convenient. The Agri-Flex Advantage.

It is imperative to control citrus psyllid and citrus leafminers because of their role in the proliferation of citrus greening and citrus canker. Agri-Flex™ combines the best-in-class performance of Agri-Mek® and Actara® insecticides at robust rates for reliable and consistent control of these key citrus pests. The dual mode of action ensures optimal control and rapid knockdown of Asian citrus psyllid, citrus leafminers, citrus rust mite, adult root weevil, scale and other citrus pests. Agri-Flex exhibits translaminar and trans-stemic activity for maximum residual control of key pests (21 days on Asian citrus psyllid and citrus leafminer, and 90 days on citrus rust mite). Acting as a smart IPM tool for citrus growers, Agri-Flex is a good rotational product for resistance management and does not flare secondary pests.

Syngenta is devoted to the success of its customers. Our long-term commitment to crop protection technology is one way we ensure our customers have everything they need to stay ahead. By providing technological advancements, broad labels, local sales representatives and industry support, we add value to our relationships and fulfill our promise to deliver quality crop protection and support that growers can trust.

For more information about Agri-Flex or any of our other citrus products from Syngenta, visit Citrus.FarmAssist.com or contact me at the number below.

Gary Sawyer
Syngenta Crop Protection LLC
1606 W Swilley Rd, Plant City, FL 33567
o: 813-737-1718 c: 813-917-1818



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