

CITRUS



Peace River Valley Citrus Growers Association

Nutrient Evaluation Plus Tour

Register now for the Nutritional Evaluation Plus (NEP) Tour November 18.



Buses will depart the Turner Center in Arcadia at 8 a.m.

Research information will be presented in route, with time for grower discussion. The trip will feature presentations by researchers from the

USDA and IFAS. (See listing on page 2.) Seven Continuing Education Units have been requested.

We will visit research trial plots at the REC, as well as benchmarking nutrient trails in the Boyd and Consolidated groves seen last year. Tour participants from last year will be able to judge for themselves the changes in grove health. We are expanding outside nutritional programs to include Canker and Black Spot.

The trip should conclude at approximately 5 p.m. Contact PRVCGA to RSVP. Individual vehicles will not be permitted on the tour. Transportation and lunch are provided by co-sponsors Keyplex and McLean Ag.

See "Tour" Page 2



2010-2011 Crop Estimate Announced

PRVCGA's Annual Crop Estimate Breakfast accompanying the USDA's crop forecast October 8 brought high interest. The total orange crop expected is 146 million boxes, a 9 percent increase compared to last year. Although a

larger crop is expected, prices have strengthened recently due to the drought in Brazil leaving growers optimistic about the coming season.

We appreciate all the growers who attended

PRVCGA's Estimate Breakfasts, sponsored by Joe L. Davis, Inc. Realtors, Desoto Insurance and Morgan Stanley Smith Barney.

Congratulations Hugh Taylor and Joe B. Himrod, cash 'guestimate' prize winners supplied by KeyPlex, Carlton Law Firm, P.A., & Yara North America.

We hope everyone caught board members Justin Sorrells and Ben Norris' interviews on WZZS prior to the breakfasts. Photo highlights are provided on page 7.

Volume 17, No. 11
November 2010

Points of Interest:

- Nutrition Evaluation Plus Tour*
- CRDF Struggles with Growth*
- Cash Fruit Clearinghouse*

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Estimated Citrus 2010/11 for Florida

<u>Variety</u>	<u>Boxes</u>
Non-Valencia Oranges	69 million
Late Season Valencia Oranges	<u>77 million</u>
Total FL Oranges	146 million
White Grapefruit	6 million
Colored Grapefruit	<u>14 million</u>
Total FL Grapefruit	20 million

Tour Continued from Page 1

The trip will occupy a full day with lunch provided. Tour topics and speakers are listed below. Please note, we are attempting to provide the best information available.

Seats are filling up quickly. If you are planning to attend the tour, please register quickly as to not miss the event.

Nutritional Evaluation Plus Tour November 18 8 a.m.—5 p.m.

IFAS—Lake Alfred Citrus REC

- ◇ GAPs – Dr. Tim Spann, Ph. D. Plant Biology
- ◇ Nutritionals – Dr. Tim Spann, Ph. D. Plant Biology
- ◇ Black Spot – Dr. Megan Dewdney, Ph. D. Plant Pathology
- ◇ Advanced Citrus Production Systems – Dr. Arnold Schumann, Ph. D. Crop & Soil Sciences

IFAS—Southwest Florida REC

- ◇ Psyllid Control – Dr. Phil Stansly, Professor, Entomologist
- ◇ Application of *Salicylic Acid* in helping to control canker-Results thus far & Research Plans for the Future, including Greening—Dr. Bob Ebel, Citrus Horticulturist
- ◇ *At what point does tree eradication consume a grower? To push or not to push.* Dr. Fritz Roka, Economist

USDA—Ft. Pierce Laboratory

- ◇ RNAi (Robo Nuclayic Acid Interruption) – Dr. Wayne Hunter, Ph. D. Research Entomologist Interrupting the genetic makeup of psyllid by feeding them a molecule to disrupt their normal patterns of feeding.
- ◇ Antibiotics for Citrus Trees – Dr. Yong-Ping, Duan, PH. D. Research Plant Pathologist
- ◇ Determining Citrus Varieties Resistant to Greening – Dr. Ed Stover, Horticulturist/Geneticist

Viewing Opportunities

- ◇ Consolidated Summerlin Grove—Heath Prescott, KeyPlex; Dr. Hamed Doostar, Keyplex Researcher; Rhonda Bartlett, Grove Manager
- ◇ Boyd Grove—Benchmarking Tree Health, Production, Drop Rates
- ◇ Nutritional Trials Review – Dr. Bob Rouse, Ph. D. Horticulture
- ◇ SWFREC Concept Grove—Intensive nutrient and irrigation practices to promote tree growth and fruit production—Dr. Kelly Morgan, Soil Scientist
- ◇ Buckhorning for Rehabilitation of Greening Trees - Dr. Bob Rouse



At this time of thanksgiving we pause to count our blessings. The freedom of this great country. Its opportunity for achievement. The friendship and confidence you have shown us. For all these things we are deeply grateful. Happy Thanksgiving.

Board & Staff of PRUCGA

The office will be **CLOSED** November 11th in Observance of Veterans Day, as well as November 25th, & 26th for Thanksgiving.

Farm City Week November 12-20

Celebrate by reaching out to an urban neighbor.

Inviting them to come to your grove and learn about Florida agriculture.

CRDF Struggles with Growth

The Citrus Research and Development Foundation (CRDF) is experiencing some growing pains as it considers inclusion of the Florida Citrus Industry Research Coordinating Council (FCIRCC). A split board vote resulted after they polled the industry organizations regarding their position on incorporation of the FCIRCC.

The CRDF board members are split evenly on the issues believing growers are focused on differing visions of the entity. Some believe the organization was intended to ultimately be the only research entity for the industry. This would include providing gap analysis for industry research needs and conducting all forms of citrus research, including processing, packing, harvesting, consumer and environmental research. Others

believe the organization and its coinciding box tax obtained grower support because it focused on production research, specifically finding answers to threatening diseases. Likely, both sides are correct to some degree.

During the discussion at PRVCGA's meeting, our CRDF representative Joe Davis, Jr. outlined the controversy. After a lengthy and deliberate discussion, PRVCGA's board felt it was not their place to instruct the CRDF in their management decisions. Rather, they believe there is a larger picture, which requires industry discussion to provide a vision for this or other research entities.

Their position states, *PRVCGA recommends maintaining the existing structure of the Florida Citrus Industry Research Coordinating Council structure until June 2011, when their contract with the Florida Department of Citrus contract expires. During the interim period,*

the industry should collectively study all industry research needs, functions and entities. The knowledge gained should be used to create a guiding vision for the continued metamorphosis of the Citrus Research & Development Foundation assuring the end goals are grower oriented and production focused. It is our intent the final entity or entities supported from this process would collectively address all research and funding needs of the Florida citrus industry in an economically and politically efficient manner. Growth should occur at a pace which will instill grower confidence in the process.

The PRVCGA board would like to hear your thoughts on this subject. A quick survey will be conducted during the November 18 Nutritional Evaluation Plus Tour. However, all members are invited to provide input. Please contact the association staff or any of your board members to participate.

Black Spot Quarantine Set

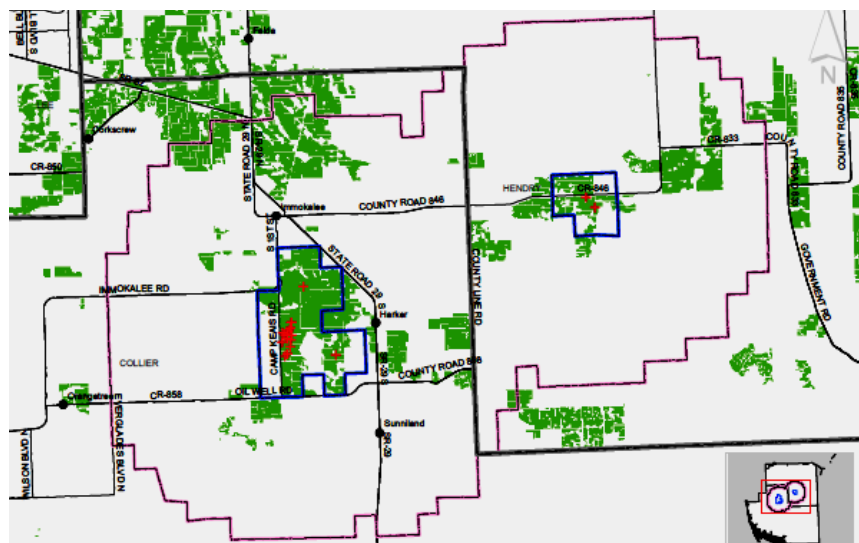
A quarantine has been established within an eight mile radius of citrus black spot. The two tiered plan consists of quarantined areas and regulated areas. The quarantined areas are within 1 mile of the citrus black spot detection. Regulated areas are an additional seven miles outside of the quarantine areas.

Collier and Hendry Counties have quarantined and regulated areas. Fruit in the quarantined areas is only eligible to be moved to non-commercial citrus producing states east of the Mississippi River. Fruit within the regulated area can only be moved to non-commercial citrus producing states. Any fresh fruit outside of these areas can be moved with no restrictions. Growers, processors and packers receiving fruit from the quarantined ar-

reas must operate under a Compliance Agreement.


If you would like to review the Federal Quarantine Order and want additional information regarding the compliance requirements, the following two links are available:

- ⇒ http://www.aphis.usda.gov/plant_health/plant_pest_info/citrus/downloads/black_spot/DA-2010-47-FO.pdf
- ⇒ <http://www.doacs.state.fl.us/pi/enpp/pathology/citrus-black-spot.html>




Educational Opportunities

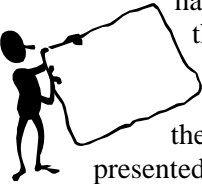
Farm Worker Compliance

 UF/IFAS will host training regarding compliance issues for Administration, Safety and Personnel Management. Anyone holding an FLC license is urged to attend. The training will be Nov. 3-4. Classes are available in English and Spanish for \$10. Please contact the association office for a registration form.

Restricted Use & Pesticide Training


Two training classes are available November 2 & 9, from the Manatee County Extension Service, 1303 17th Street West Palmetto.  Registration costs \$10 per person per class (example \$20.00 per person for CORE and Private). Please bring cash or check payable to *Manatee Friends of Extension* to the class. CORE classes will be held from 8-10 a.m. Private Applicator class will be held from 10-noon. For more information call Jennifer at (941) 722-4524 or E-mail: jeglass@ufl.edu.

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:

- ◆ Nov. 23, 2010, Lake Alfred
- ◆ Jan. 11, 2011, Fort Pierce
- ◆ Mar. 1, 2011, Lake Alfred

Soil Disease & Nematodes Webinar


If you missed the free webinar, "Soil Disease and Nematodes: Identification, Control and Regulations" now is your chance to check it out on demand! It is available at: www.growingproduce.com. 

CRDF Report


The October Citrus Research and Development Foundation monthly report 

can be found at http://www.fdocgrower.com/d/economic_and_market_research/availability_and_movement/indicators-florida_citrus_economic_and_market/2010/october_2010.pdf.


CEU's Available

The October Florida Grower is offering a CEU article called "For Your Own Protection". To receive the credit, read the article online at FloridaGrower.net and answer the question set. 

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. 

Director Nominations Underway

 As we begin to approach the end of the year, Director Elections are underway. Ballots are anticipated to be mailed the first week of

December.

The nominating committees are meeting over the next few days determining nominations. This year's committees consist of the following members:

Charlotte/DeSoto: Mike Carter, Charlie Harrison Jr., Cary Mercer, Kevin Shelfer & Bobby Mixon

Hardee: Keith Davis, Keith Farr & Efran Schraeder

Manasota: Mac Carraway, Jimmy Keen & Gary Russ

Please contact a nominating committee member if you are interested in being a candidate. Growers, look for your director election ballot in December's mail.

Thank You
Nominating
Committee Members
for your help in this
process!



Join us at the Board Meeting

November 16 at 9:00 a.m.

Please contact the association for directions.

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.	

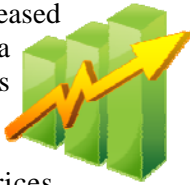
Florida Citrus Commission Activities

Economic Outlook

The Florida Department of Citrus released the October 2010 FL Citrus Economic Indicators and the 2010-2011 Citrus Outlook.

The Outlook reflects anticipated Brazilian crop shortfall estimating a 170 million gallon reduction in OJ. This is anticipated to result in a 112 million gallon reduction in juice import creating a need for Florida juice.

The projected weighted average delivered-in-price for processed oranges is \$1.60. It is estimated Florida will receive approximately \$11 billion in additional economic impact from the increased on-tree value of Florida citrus crop. This is expected to create a slight increase in consumer juice prices,



resulting in reduced consumption. FDOC staff is hopeful the new advertising program will narrow the gap between lost usage due to price and last year's consumption rate. See "Domestic Orange Juice Creative" below. To view the reports in their entirety contact the association office, the FDOC or visit <http://www.fdocgrower.com/emr.php>.

Domestic Orange Juice Creative

The Florida Department of Citrus will move forward with production of domestic orange juice commercials, ultimately choosing the "Status" story line. Chosen due to consumer focused group testing scores, "Status" conveys the story of individuals making the most of their hectic schedules by preparing with a glass of orange juice. Both "status" and "regiments" scored higher than the current pour commercial featuring the voice of Tom Selleck, in many elements when compared to its focus group scoring. "Status" scored higher in recognition and uniqueness. It scored lower than the pour commercial in relevance, believability and persuasion.

However, the advertising agency believes this is because they are only in the story board facet and the actual animated commercial will ultimately score higher.



A student meets with individuals he will interact with throughout his day...



The principal says he will break up as fight in the hall.



His math teacher will give a pop quiz.



Suzie will pass him a note, which the teacher intercepts and reads to the whole class.



He can handle it all because he is prepared with Florida orange juice.

In School Programs

A test School Marketing Program is underway in Hardee, Highlands and Polk Counties using the educationally based, youth focused agency of By Kids For Kids. The program will touch 97 schools, 2,865 teachers and 50,000 students, running from November 2010 to May 2011. Activities will be created for both in-school and on-line targeted programs. Teachers will be able to download guides. There will be interactive on-line activities and competitions. Growers will be used as ambassadors. If you are interested in participating, please contact Vanessa Hodak, Director of Food Services at (863) 537-3970.



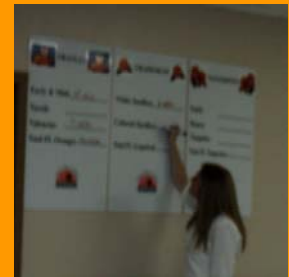
Front of Package Labeling

The Obama Administration is focusing on consumer health by supporting changes in food labeling requiring calories and sugar content be disclosed on the front of food containers. These labels do not address the nutrient content. If



instated, orange juice could appear to be an unhealthy choice. The Food and Drug Administration is still studying the issue. This could ultimately be a voluntary program. The Florida Department of Citrus conducted joint Washington visits with the grape industry to bring light to the misleading nature of this initiative. They will be undertaking studies on consumer perception regarding "natural" and "added" sugar. Obviously, it would be unwise to support a position with the FDA ultimately hurting our reputation with consumers due to an unwise choice of words.

2010 Crop Estimate Breakfast Highlights



Many Thanks To Our 2010 Estimate Breakfast Sponsors

Event & Breakfast

DeSoto Insurance Agency

Joe L. Davis Real Estate

Morgan Stanley Smith Barney

Prizes

Carlton Law Firm P.A.

Keyplex

Yara North America

Catalyst Project Seeks Input

Sebring Regional Airport has been selected as the host for the Florida Heartland Regional Economic Development Initiative project.

Known as “The Catalyst Project”, the grant through the state of Florida will provide for the design, permitting, construction-ready plans and specs of a business to help spark economic development in the region. The project focuses on Life Science, which includes most, if not all, aspects of agriculture.

A meeting was held with stakeholders from DeSoto, Glades, Hardee, Hendry, Highlands and Okeechobee counties with the specific purpose of determining what the research and development needs of the agricultural



community are now and into the future. Ideas included disease research and commercialization of products to assist with disease pressures, bio fuel processing and support, packaging and shipping facilities for local crops, including organics and a host of other ideas. Stakeholder meetings will continue in an effort to find the best economic stimulator business for these five counties.

Biomass Crops Draw Interest



The United States Department of

Agriculture (USDA) recently announced the reinstatement of the Biomass Crop Assistance Program (BCAP) to assist growers financially in growing and delivering biomass feedstock. Two categories of assistance are available:

⇒ Matching payments may be available for the delivery of eligible material to qualified biomass conversion facilities by eligible material owners.

⇒ Establishment and annual payments may be available to certain producers who enter into contracts with the Commodity Credit Corporation to produce eligible

biomass crops on contract acres within BCAP project areas.

Coincidentally, the Florida Feed Stock Growers held a meeting in Felda the same day the programs became available. Held at the biomass fields of Florida Feedstock Growers Association President Bill Vasden, growers were able to view crops and obtain information regarding growing, processing and other key points. The presentation targeted vacant farm land as well as abandon or poor health grove acreage.

Growers interested in learning more about growing these alternative crops can visit the following websites.

Florida Feedstock Growers Association:
<http://www.floridafeedstockgrowers.com/>

USCJO, Inc.—<http://www.uscjo.com/>

USDA BCAP Web Page:
<http://www.fsa.usda.gov/FSA/webapp?area=home&subject=ener&topic=bcap>



A large crowd of growers, including many PRVCGA members, attend a meeting hosted by the Florida Feedstock Growers Association to learn more about alternative biomass crops.

Cash Fruit Clearinghouse Now Open

PRVCGA is accepting listings of uncommitted fruit for our Cash Fruit Clearinghouse. This listing service is provided to growers each year in hopes of generating purchase interest.

Participation is simple. Call the association office with the variety and amount of fruit to be listed. Identify the fruit as fresh or processed and provide your preferred method of contact. The information will be listed and

shared with member processors.

Buyers are actively seeking fruit to purchase. Many growers are already taking advantage of the higher price offerings this season.

All negotiation is between the seller and the buyer. PRVCGA’s involvement is simply a listing of fruit available. For more information or to list, call 773-2644 or 494-0061.



People, Places, & Things

🍊 Nominations are now being accepted for the *Florida Citrus Hall of Fame*. All nominations must be completed by Dec. 1. Nomination forms are available by contacting Florida Citrus Mutual, (863) 682-1111 or by visiting www.floridacitrushalloffame.com. For more information contact John Jackson at jackson71344@yahoo.com or Brenda Eubanks Burnette at (561) 351-4314 or BBurne1003@aol.com.

🍊 You can now register for the *2nd International Research Conference on Huanglongbing (HLB)*. It will be held in Orlando Jan. 11-14. The grower day is Jan. 14. Current research on biology, epidemiology, management and economics of HLB will be presented. You must register by Nov. 15. The cost is \$350. For more information or to register visit www.irchlb.org.

🍊 *Highlands Tractor Company* is offering a variety of deals right now through their No Payment, No Interest PowerPlan Account and their low interest financing, John Deere Credit. Visit their website www.highlandtractor.com for more info.

🍊 Manatee, Sarasota, and Hillsborough County growers and producers are invited to join the *Florida Suncoast Locally Grown On Line Farmers Market*. It offers an online system to display your products, set your prices, sell online and harvest to order. If you are interested in joining visit www.floridasuncoast.locallygrown.net or if you have any questions, contact Kathy or Norm Whitlow at greenonthegro@aol.com or 941-725-0204.

🍊 *WilsonMiller* has now joined Stantec. The transition to Stantec will be completed with no interruption to

client services. *WilsonMiller* and *Stantec* are sure to make a powerful team.

🍊 The *Movento Label* has been reinstated. If you would like to see Bayer Crop Sciences' press release regarding this issue, please contact the office.

🍊 Southeast Ag Net provides an informational *citrus industry newsletter* every month. If you would like to receive their newsletter in the future, sign up at <http://www.citrusindustry.net/>.

🍊 The *Fruit Chemical Report* from the National Agricultural Statistics Service is now available at http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Chemical_Use/frtch10.pdf.

🍊 The *Farm Cash Receipts and Expenditures Report* from the National Agricultural Statistics Service is now available at http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Economics/fcr&e/fcrexp10.pdf.

🍊 *Citrus Solutions, LLC* is now offering tree planting, ULV spraying, irrigation maintenance, greening/canker inspection, young tree Temik & chemical application and young tree care. If interested, contact Matt Moye at (863) 990-0071 or moyeboy2@hotmail.com.

🍊 The final *Nielson Report* of the 2009-2010 season is available at <http://www.fdocgrower.com/emr/nielsensales.php>.

🍊 *Syngenta and the Florida Fruit & Vegetable Association* announced the winner of their education scholarship. Kyle Helseth, a senior at the University of Florida, won the \$5,000 scholarship. Syngenta provides scholarships and internships to invest

🍊 in the future of agriculture.

The *NE DeSoto Citrus Health Management Area (CHMA)* announced their next coordinated spray for late Oct. or early Nov. IFAS recommendations encourage growers to complete sprays within the 2-3 week window and to use similar chemistries for more effective control and to avoid chemical resistance of psyllid. If you have additional questions regarding the NE DeSoto CHMA please contact Shawron Weingarten at 990-7086 or by email sweingarten@orangeofla.com.



**Good Agricultural Practices
Food Safety Draft
for processed growers is
available for review.
Please contact the
association
office for your copy.**

Good Agricultural Practices

Peace River Valley Citrus Growers Association

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Phone: 863-494-0061

Phone: 863-773-2644

Fax: 863-494-4976

E-mail: oj@prvcitrus.org

We're here to help you grow.



Farm Credit has been financing Florida's citrus growers—through good times and bad—for more than 90 years.

- Grove purchases & refinancing
- Grove development & renovation
- Irrigation
- Operating expenses
- Machinery and equipment



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