

CITRUS



## Peace River Valley Citrus Growers Association

### Crop Estimate Breakfast October 12

PRVCGA members will gather at 8 a.m. Wednesday, October 12 to hear the USDA's 2011-2012 citrus crop estimate. This popular annual event will be held, as in previous years, in two locations simultaneously. They are:

⇒The Elks Lodge, 1028 W. Oak Street, Arcadia where the Elks will prepare a hearty breakfast sponsored by DeSoto Insurance & Dick Johnson of Morgan Stanley Smith Barney.

⇒Joe L. Davis Inc.



Growers enjoy breakfast during the 2010 Wauchula Estimate Breakfast.

Realtors will sponsor breakfast at the Davis' Barn, CR 636 East, Wauchula. The Green Acres 4-H Club will cater.

Local radio station WZZS 106.9 FM "The Bull" will be broadcasting live from the breakfast and will cover the announcement live from Washington.

Live grower interviews will be aired prior to the breakfast. Monday at 7:30 a.m. Darin Hughes will represent the Hardee grower community and Tuesday at 8:30 a.m. Rowdy Bateman will be the featured DeSoto grower.

Attendees will vie for \$200 in cash courtesy of Keyplex and Yara North America by guessing the size of the crop to be announced by the USDA. The guess closest to the Florida orange crop will win. A tie will be decided

See 'Estimate Breakfast' Page 2

Volume 18, No. 10  
October 2011

#### Points of Interest:

*Crop Estimate Breakfast*  
*Grower Trip Scheduled*  
*Wildlife Corridors*

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### Grower Trip Scheduled November 12



PRVCGA is now accepting reservations for the fall grower trip to be held on November 2.

Participants will travel to the USDA Horticultural Laboratory in Ft. Pierce. There we will view lab work, greenhouse trials and field trials while hearing hear about promising research being conducted at that facility.

The USDA Horticultural Laboratory is home to

much of the cutting edge research for a variety of citrus diseases. Past trips have featured many interesting presenters from the USDA. This will allow us to see their projects first hand and observe their progress.

Growers will load the bus at the Turner Center in Arcadia, 2250 Northeast Roan St. at 8 a.m. During the travel time, a variety of presentations will help the miles pass quickly.

The exact schedule is being determined. Participants can expect a full day of activities returning to Arcadia around 4 p.m.

The trip will be sponsored by Yara North America.



## Estimate Breakfast Continued from Page 1.

by the person closest to the Florida grapefruit estimate.

Last year the industry picked 139 million boxes of oranges. Private estimates announced over the summer predict a slightly larger crop. Those estimates reflected 142 million boxes and 142 million boxes. In the last 15 years, the actual crop materializing at the end of the season has typically been smaller than the season opening crop estimates. In fact, only two years in the past 15 years has the total fruit produced by season end been higher

than all the early estimates.

Southeast AgNet will also be broadcasting from the Arcadia breakfast, doing interviews with officials from Washington and the citrus industry throughout the morning. It has been several years since Southeast AgNet has broadcast from our breakfast and we welcome



## Creating Wildlife Corridors

PRVCGA has been contacted by the Florida Fish & Wildlife Conservation Commission (FWC) and a subcontracted entity of the FWC, Wildlands Conservation. These entities hope landowners can provide feedback and insight into attractive incentives to create wildlife corridors between major conservation areas. Major conservation areas are Webb-Babcock, Myakka State Park, the Green Swamp and an area in Avon Park.

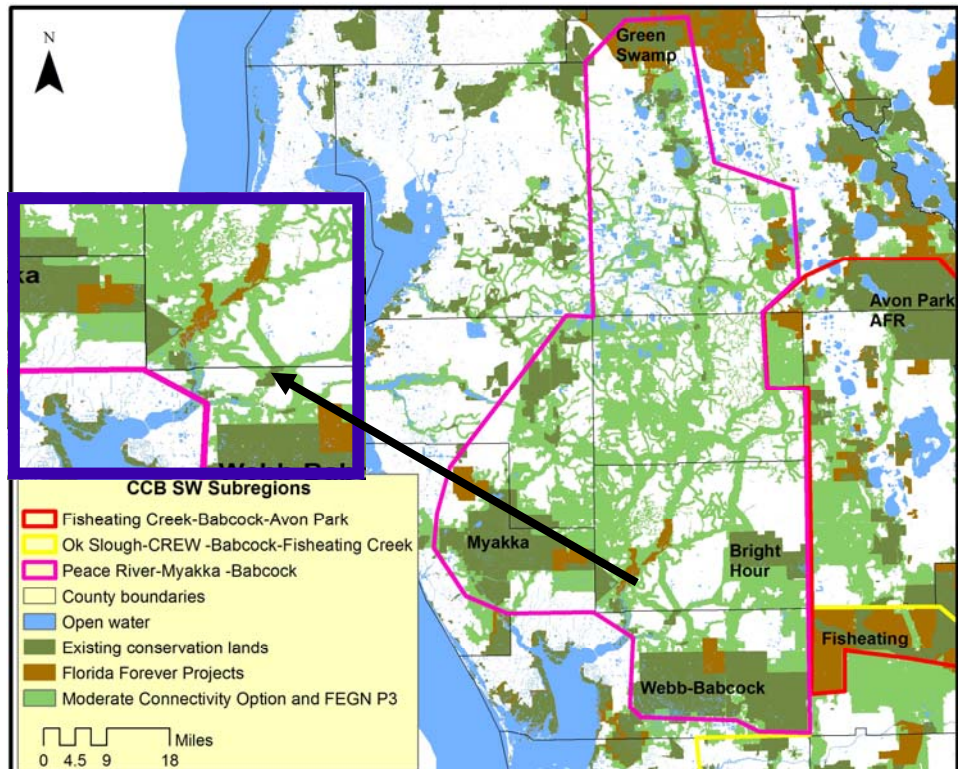
Since government conservation purchase strategies are under fire due to the high cost of purchase and upkeep, fee simple acquisition is no longer the popular choice. If these corridors are to be established, a new method must be found. Traditional conservation easements have been restrictive in that the landowner may not intensify activity or change the current land use. It appears the incentives of the programs are

genuinely up for discussion and all options are on the table.

The first stakeholder meeting to discuss this process will be Friday, October 21 at the DeSoto County Extension Office. It will begin at 9:30 a.m. continuing until 2 p.m. Lunch will be served. If you are interested in attending or would like more information, please contact the association office.

The first priority will be creation of a corridor between Babcock and Myakka. In the map right, two corridors are shown; one going south in what is anticipated to be developed area and one path north going through the Nocatee area. In reality, the corridor focus will fall somewhere in between the two.

Once this corridor is completed, the next priority will be to create a pathway between Myakka and the Green Swamp utilizing the Peace River Corridor. Much of this land is owned by phosphate companies. Both Mosaic and CF Industries are engaged in this process. Corridors must not be in active mining areas and the future plans of these companies will play heavily on the route ultimately agreed upon.



## Water Quality Issues Monitored

Eight years ago, many local growers along with local governments, regulatory agencies and environmental groups entered into an agreement to improve water quality in the Shell, Prairie and Joshua Creek watershed. Poor quality water moving from agricultural wells ran into local natural water bodies and made its way to the Punta Gorda public supply reservoir. The agreement, known as the Reasonable Assurance Plan, gives stakeholders ten years to improve water quality. While much improvement has been made, there is still work to be done. In the face of the new Numeric Nutrient Criteria, it is important as much progress as possible be made while the



*Sarasota Service Counter Director, Ross Morton addresses the PRVCGA Board at their September meeting.*

Reasonable Assurance Plan is in place. If we fail, Total Maximum Daily Loads or other water quality criteria placed on the entire area.

The Southwest Florida Water Management District has segregated permits in this area and will be contacting water permittees to encourage them to take action water quality improvement actions by using their cost share programs. The FARMS and back plugging programs are both available to assist growers. Both programs are funded and staff is ready to assist.

The District has provided PRVCGA with a list of permittees they will be contacting. If you have a permit in this area, please be prepared when contacted. The list is available for review by contacting the association office.

## Citrus Statistics Released

The U.S. Department of Agriculture, National Agricultural Statistics Service released the 2010-2011 Citrus Summary, Abandon Acreage and Commercial Citrus Inventory reports.



Florida accounted for 63% of total U.S. citrus production with 165.9 million boxes, up 4%. All orange production increased 5% to 140.3 million boxes. Grapefruit production was down 2.7%.

The preliminary value of the crop totals \$1.145 billion. The top five citrus producing counties were Polk (29.8 million), Highlands (23.1 million), Hendry (19.3 million), DeSoto (17.5 million) and Hardee (12.8 million).

Abandon grove acreage decreased from 2010 (143.37 acres) to 2011 (136.53 acres). The Indian River District leads with 50,658 abandon acres of 37% of the total. The Western Area comprised of Hillsborough, Pinellas, Manatee, Sarasota, Hardee and DeSoto counties had the least amount of abandon acreage at 14,414.

Commercial Citrus acreage statewide continued its decline, down 2.3% to 541,328 acres overall, a 12,709 acre reduction from last year. New plantings totaled 9,060, the least ever on record.

Desoto County reflects gains in the last four surveys and this year's gain of 739 acres is the most of any county. Only five counties show gains in acreage, four of them member counties of PRVCGA. They are Charlotte, DeSoto, Hardee, Manatee and Marion.

Valencia oranges comprise 56% of the total orange trees, non-Valencia account for 43%. Bearing trees comprise 93% of the total trees.

DeSoto (17.48 million boxes) and Hardee (12.8 million boxes) counties rank fourth and fifth in orange production, respectively. Orange production for Charlotte totals 2.47 mil., Manatee 5.95 mil. And Sarasota totals 214k.

Total citrus acreage for DeSoto (63,247) ranks third in the state and Hardee County (47,121) ranks fifth. Other PRVCGA county totals are: Charlotte (12,607), Manatee (18,410) and Sarasota (1,398).

To view the reports visit the USDA website: [http://www.nass.usda.gov/Statistics by State/Florida/Publications/Citrus/index.asp](http://www.nass.usda.gov/Statistics/by%20State/Florida/Publications/Citrus/index.asp)

## DeSoto Hires County Agent

After a lengthy vacancy, the position of DeSoto County Extension Agent has been filled by Ken Johnson.

Johnson comes to DeSoto County from Arizona where he worked in private industry as a regional manager of a bio solids company. His agricultural knowledge was honed while working with the Florida

Department of Agriculture in their Office of Water Policy.

Steve Futch, who has been the interim County Agent, has resumed his duties as Regional Citrus Agent full time.

Please join us in welcoming Ken Johnson to DeSoto County.



**Join us at the Board Meeting**  
**October 18, 9 a.m.**  
**DeSoto Co. Extension Office**  
**Arcadia**

## FDOC Update

The Florida Department of Citrus staff laid out their marketing plans for the coming year to the Florida Citrus Commission and industry. Their number one mission: Grow demand for Florida citrus. The objective: Get consumers to drink/eat Florida citrus every day through messages delivered in an interfaced plan that includes advertising, public relations, trade communications, and media opportunities.

### Key Strategic Initiatives

- 1) Increase Product Relevancy**  
Provide value in a way consumers care about
- 2) Increase Consumption Frequency**  
Give consumers a reasons to drink everyday
- 3) Resource Optimization**  
Get the most out of budgets, programs, teams
- 4) Improve Price/Value Prop**  
Create value so that price is less important

The program targets adults 18-49, families with 1 or more children for orange juice use and the grapefruit program targets women 25-44years of age. The anticipated budget will be \$24.7 million.

Consumers who think "it's just juice" offer the largest opportunity for increasing use. This is determined by focus groups studying 3,000 OJ drinkers. OJ drinkers are divided into four categories—Health Conscious con-

sumers, it's Just Juice, Brand/Taste Loyalists and By the Numbers Calorie Counters.

Calorie counters believe vitamins are great, but calories are more important to them. The Health Conscious drinkers understand the benefits of OJ and there is little room for increased use. Likewise, the brand loyalists have specific preferences (They like what they like.) and there is little habit movement possible. However, the "It's Just Juice" (IJJ) drinkers pay little attention to health. They eat and drink what they want, and are not brand loyal. Price consideration dominates in their decision process. These factors make the IJJ drinkers an excellent target for increased use.

Department staff is pleased with the current campaign results. Tracking shows the campaign is gaining momentum. Focus groups indicate consumers enjoy the commercial and it has a positive impact on the IJJ group.

A new advertisement "status meeting" will build on research that consumers are not tired of seeing the "take on the day" theme. The "diner" TV spot features a man who is talking with different participators of his day and them telling



him the difficulties he will encounter through the day. There will also be new cold and flu commercials at the offset of that season (October 2012).

Television advertng totals \$12.2 million verses \$13+ million last year. Placement will focus on key times of day, with a placement in other times of day also.

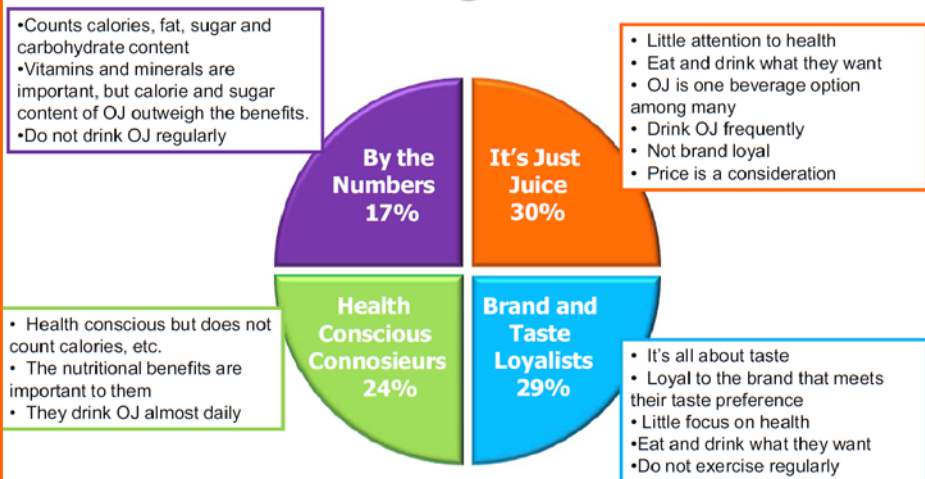
The public relations programs will meld spokespeople such as Nancy Odell and Jason Alexander, internet social media with factual information sprinkled with humor. The message "OJ brings out your inner sunshine" is the result of psychological consumer studies. These studies say consumers believe drinking orange juice provides a feeling of youth, wellbeing, and escape. To capitalize on that mindset, the wellness message is being paired with positive attitude through laughter.



Materials will be available to gift fruit dealers to help promote fresh Florida citrus. Dealers can obtain cookbooks and other items from the department. Instate marketing will use the Florida welcome centers, which host 3 million visitors a year. Seasonal festivals, the FL/GA game and the state fair booth with sampling opportunities will all be part of instate activities. Community outreach will also play an intricate role at the Department teams up with the Florida Department of Agriculture and Fresh from Florida activities.

Shopper marketing, the new retail marketing program will feature in store TV/radio/blood pressure testing. Internet retail will be added to the shopping experience compartmentalizing the before, during and after grocery shopping experience. Pre-shopping lists, the media opportunities in store during the shopping experience, then building loyalty after their purchase with social networking com-

### Attitudes of Orange Juice Drinkers



**FDOC** Continued from Page 4

<b>Domestic Marketing 2011-12 Budget Summary</b> <small>As of 08.31.11</small>					
2011-2012	GEN OPS	PR	ADV/MEDIA	TRADE	TOTAL
	1,024,950				1,024,950
ALL VARIETIES		397,000			397,000
ORANGE JUICE		1,320,000	14,795,000	3,100,000	19,215,000
FRESH GFT/GFT JUICE		1,177,000	750,000	750,000	2,677,000
FR FRUIT - ORG/SPEC				140,000	140,000
GIFT FRUIT			63,000		63,000
IN-STATE		300,000			300,000
AWAY-FROM-HOME				381,000	381,000
SCHOOL MARKETING				491,000	491,000
	\$1,024,950	\$3,194,000	\$15,608,000	\$4,862,000	<b>\$24,688,950</b>
Internet: \$1,198,020 Television: \$11,045,480 OJ Media Total: \$12,243,500					



immense task has created much review by the industry and lively debate. The committee is planning to deliver their final draft to the FCC at the October

extractable solids. The Department will possibly hold a workshop for the industry to investigate and determine the proper path for these rules. The final rule deals with tangerine juice standards, which appear at this point, will remain part of the state statutes to assure proper regulation.

The Commission approved a \$700,000 contract extension at no additional cost on a two year clinical medical research study. It will evaluate the effects of grapefruit juice on older women with excess weight and diseases such as diabetes and cardiovascular disease. The study actually started January 1, 2010 and will continue to delve deeper into this process. Using full body x-rays to monitor total body fat providing additional information from the study will be no additional cost.

plete the shopping experience. Customized programs with retailers who sell the top 50% of grocery sales volume pared with partnerships with brands will optimize programs.

Out of home consumption continues to be a large part of usage. Innovative solutions are being designed for the school and foodservice avenues. A statewide school program in second grade targeting students, teachers and foodservice personnel will utilize Commissioner Putnam's new school food program. It includes school focused advertising with targeted print in educational magazines and other sources. Florida and national school nutrition shows for student nutrition.

Programs for grapefruit juice, international marketing programs, economic and market research are also in the planned activities. Because of limited space, we will not cover these items in detail. If you have questions about these programs contact the office or the Florida Department of Citrus for more information. The entire plan can be viewed on [FDOCgrower.com](http://FDOCgrower.com).

The 601 Committee is continuing their task of reviewing the Florida Citrus Statutes to update them in time for the 2012 Legislative Session. The

19 meeting. The Commission will have some rulemaking to complete prior to the adoption of the revised statutes to assure all quality standards being deleted from the law are contained within federal standards or the department rules. Four issues remain pending in assuring this, three dealing with water

**PRVCGA Board Member & Citrus Commissioner  
V.C. Hollingsworth's comments:**

*Monday a steering committee of the Florida Citrus Commission will meet to further discuss the process of hiring an executive director for the Department of Citrus. Proper selection of this leader will be instrumental to assuring the Florida Department of Citrus works properly on behalf of the grower. Ten years of declining market share, with ten years of declining marketing budget must be reversed. It is clear the growers are interested in a person of strong marketing background hoping to reverse this trend. That being said, there must be administrative leadership in the management team to assure state and legal requirements are met.*

*Over 100 applicants have applied thus far through an in-house process. Monday we will determine if a firm will be needed to further the search past these initial applicants. I do anticipate a firm will be needed to assure the right person is found.*

*I encourage everyone to become familiar with the activities of the Department and their marketing efforts. A synopsis has been provided here or you can visit the Department's website to see the actual marketing presentations, statistics and plan.*

*It is critical you provide me with your feedback so I am confident I have heard from the growers I represent and am not just another person on a board putting forth their own opinion. Please send me your comments, thoughts and opinions at any time by email: [vctthree@hotmail.com](mailto:vctthree@hotmail.com).*

## Educational Opportunities

### 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>

### 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 viewed at <http://www.corporatepsc.com/>.

### CEU Opportunities

CEUs are offered consistently courtesy of Florida Grower Magazine, Citrus Industry Magazine and UF/IFAS. If you are interested in obtaining CEUs the following sites can be used:

- ◆ Florida Grower Magazine: <http://www.growingproduce.com/floridagrower/>
- ◆ Citrus Industry Magazine: <http://www.citrusindustry.net/>
- ◆ UF/IFAS: [http://citrusagents.ifas.ufl.edu/Citrus\\_Agents\\_Home\\_Page/Citrus\\_Agents\\_Home.html](http://citrusagents.ifas.ufl.edu/Citrus_Agents_Home_Page/Citrus_Agents_Home.html)

### CREC Ag Classes

The Citrus Research & Education Center in Lake Alfred will be offering two classes, Advanced Citricultural I and Citricultural II, this coming Fall and Spring respectively. Students can participate onsite in Lake Alfred or at UF Distance Education locations via interactive Internet Video-Audio Conferencing. For more info and registration details, contact Dr. L. Gene Albrigo at (863) 956-1151 or [Albrigo@ufl.edu](mailto:Albrigo@ufl.edu).



### Variety Displays

NVDMC-IFAS Variety Displays have been scheduled for 10:00 a.m. at the Lake Alfred Citrus Research & Education Center November 2, December 13 and February 20, and at the Indian River Citrus Research and Education Center January 23.



### Farm Continuance Assistant

The Legacy Program continues to help farmers, ranchers and other types of agriculturalists prepare for generational changes. Statistics show each time agricultural operations change hands through the generations strength is lost. To help navigate this complicated process, Farm Journal is sponsoring the project providing a host of tools for agriculturalist to use. Visit the website where you can watch training, print resource kits and find other helpful items. <http://www.agweb.com/legacyproject/>

### SFCC Continuing Education

South Florida Community College is offering classes for local businesses and individuals. CPR, Workplace Spanish, and workplace soft skills are a few scheduled. Contact Lorrie Key at [CorporateTraining@southflorida.edu](mailto:CorporateTraining@southflorida.edu) or at (863) 784-7033 for information. To view the schedule visit [www.southflorida.edu](http://www.southflorida.edu) and click Class Schedules.



### Labor Classes

Farm Labor Contractor Core (FLC) training will be offered in Arcadia November 9 and 10. Sessions will begin at 8 AM and conclude at 5 PM each day. Additional sessions will be in Belle Glade (Dec. 14-15), and Immokalee (Nov. 16-17). Cost is \$100 and is open to anyone who supervises farm workers, or who is responsible for maintaining compliance with respect to farm labor regulations. The training will be provided in English and Spanish,

simultaneously. To register contact Marcela Rice at 239-658-3400 or at [mlrice@ufl.edu](mailto:mlrice@ufl.edu).

### Citrus Research Field Day

A Citrus Research Field Day will be held November 15 to highlight citrus rootstock evaluation and advanced citrus production systems. Registration begins at 7:30 a.m. at the Citrus Research and Education Center in Lake Alfred with buses departing promptly at 8:15 a.m. Preregistration is required prior to November 10 and limited to the first 200 participants. Lunch will be provided. Contact Steve Futch at (863) 956-1151 for more information or a registration form.



### Pesticide License Review & Testing

A three-hour pesticide license review and testing class will be held on October 27 at the Hardee County Extension Office. The review session will begin at 9:00 a.m. and conclude at noon with the test being given at 1:00 p.m. Registration is \$38 for those who currently have a pesticide license and are renewing CEU's. To attend the class for only CEU's the cost is \$5. Call (863) 773-2164 to register. Preregistration is requested prior to October 20.



### Water Choices IV

The fourth installment of the Water Choices Forums is scheduled for Nov. 1 at the University of South Florida. Water Choices IV will focus on the opportunity that public-private partnership provide in expanding the resources necessary to solving state wide and regional water problems. An agenda and registration is available at <http://floridaearth.org>.



See 'Educational Opportunities' Page 8.

## 2011 PRVCGA Associate Members

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

## Educational Opportunities Continued from Page 6

### Manatee Co. Farm Tour

A Farm City Week Agriculture Farm Tour is scheduled for November 14 at 8 a.m. Tickets are \$40 per person and include transportation, lunch and snacks. For a complete agenda, more information or to reserve call (941) 722-4524.



### FL Energy Summit

The Florida Energy Summit will be held Oct. 26-28 at Rosen Shingle Creek in Orlando. The event will discuss the latest advancements in energy conservation and the future of renewable energy. Register for the summit at <http://www.floridaenergysummit.com/summit/2011.html>.



### CHMA Info on Web

Updated Citrus Health Management Areas (CHMAs) have been posted to the IFAS website for the end of monitoring cycle 9/9/2011.

To view the maps, visit [www.flchma.org](http://www.flchma.org), click on active CHMA websites, the CHMA you're interested in viewing, scouting reports under the CHMA map and then click on the ACP Scouting map.

The entire package for week 3 of monitoring, including graphs and data, will be posted to the website shortly.

### ITC Surveys Needed

Florida Citrus Mutual is asking growers to help support anti-dumping efforts by completing a survey required by the International Trade Commission (ITC).



the state of the industry and the potential problems we will face if the order is revoked. Questions about the survey should be directed to FCM.

These questionnaires will be kept strictly confidential and will only be available to the Commission staff and outside attorneys involved in the case who are bound by the terms of confidentiality and cannot reveal the information to their clients.

The ITC will begin distributing the survey soon and Florida Citrus Mutual (FCM) encourages growers to fill it out fully and honestly so that the government has a complete record on

## Members In the News



Agri Services International featured in the Sept. In The Field Magazine



David Wheeler participating in the Citrus Industry/Southeast AgNet Grower Round Table

### Welcome New Syngenta Representatives



Doug Wilbanks, representing Manatee & Sarasota Counties

Jonathan Stevenson, representing Hardee & Desoto Counties



Our Former area representative Gary Sawyer retired June 2011



PRVCGA president, Justin Sorrells works with NBC News 2 from Charlotte County on a story about summer activities in area citrus groves.

**Welcome New Members!**  
**Wells Fargo & Everglades Farm Equipment**

## People, Places, & Things

🍊 The Economic Research Service of the Florida Department of Agriculture has released an economic brief, **Public Agriculture Research Spending and Future U. S. Agricultural Productivity Growth: Scenarios for 2010-2050**. Read it at <http://www.ers.usda.gov/Publications/EB17/E17.pdf>.

🍊 At the 2011 Florida Citrus Show, Arnold Schumann, UF/IFAS, presented findings on the promising potential of using **advanced production systems for new plantings**. See Schumann discuss the main points of his presentation at [www.growingproduce.com/gptv/?vid=269](http://www.growingproduce.com/gptv/?vid=269).

🍊 Citrus Industry Magazine has provided an interview discussing the progress of UF researcher, Bob Rouse's experiments he's doing to find **possible ways to deal with HLB**. Listen to the interview at <http://southeastagnet.com/2011/07/13/florida-citrus-scientist-describes-hlb-related-experiments/>.

🍊 If you have **not been paid for fruit proceeds** as contracted, contact Jim Ellis at the Florida Department of Agriculture and Consumer Services, (863) 297-3902. Jim can provide you with paperwork to file a complaint against the buyer. Complaints must be filed by May 1, 2012. Should you receive your payment, the complaint can be dropped. Proceeds of the bond will be divided amongst the filing growers. Check with your attorney prior to filing to determine your best legal options.

🍊 Registration is open for the **2011 Florida Ag Expo**. It will be held November 9 at the Gulf Coast Research and Education Center. Visit <http://www.floridaagexpo.com/register> to register.

🍊 The **Florida Citrus Hall of Fame** is seeking nominees to be honored March 2 at Florida Southern College in Lakeland. Eligible nominees are

those who have made distinguishable contributions to the citrus industry. The deadline for nominations is December 1 and all nominations must include a photo. Nomination forms are available by contacting Brenda Eubanks Burnette at (561) 351-4314 or by visiting the Florida Citrus Hall of Fame web site at [www.FloridaCitrusHallofFame.com](http://www.FloridaCitrusHallofFame.com).

🍊 Citrus Industry Magazine continues its follow-up from the recent **Citrus Research and Development Foundation Meeting** on research priorities with several interviews. Hear Joe Davis, Jr.'s comments at <http://southeastagnet.com/2011/08/28/crdf%e2%80%99s-davis-skeptical-of-hlb-cure-wants-short-term-help/>. The site also features interviews with another PRVCGA member, Tom Jerkins of Blue Goose, as well as Charlie Lucas of Consolidated and Researcher Dr. Ron Brlansky.

🍊 **Citrus Industry Magazine** has provided two useful interviews that are available online. Hear UF Plant Pathologist, Ron Brlansky explain why nutrients help with HLB at <http://southeastagnet.com/2011/09/06/florida-citrus-scientist-may-know-why-nutrients-help-with-hlb/>. Those who comply with citrus best management practices (BMPs) would be interested in listening to Bill Bartnick of the Florida Dept. of Agriculture at <http://southeastagnet.com/2011/09/07/some-facts-florida-citrus-growers-should-know-about-bmps/>.

🍊 Commissioner Putnam is accepting nominations for the **2011 Woman of the Year in Agriculture**. Nominations must be submitted by November 15. Visit <http://www.florida-agriculture.com/pubs/pubform/pdf/01597.pdf> for a nomination form.

🍊 **Custom Ag Technology Solutions & Products** is looking to hire a field

support technician. Specifications and instructions for applying can be received by emailing [david.summers@cpsagu.com](mailto:david.summers@cpsagu.com).

🍊 Florida's new Secretary of the Department of Environmental Protection, Herschel Vinyard told the Tallahassee Democrat editorial board debt service alone on **Florida Forever acquisitions** will be \$418 million next year and it cost \$535 million this fiscal year. Vinyard and Ag Commissioner Adam Putnam have both expressed concerns about not only the cost of purchasing more of those 113 sensitive properties on the wish list, but also the cost of managing protected lands.

🍊 **Syngenta Crop Protection** is initiating its efforts in recruiting five **interns** for the 2012 summer, beginning May 14. Two of the five interns will be hired in Highlands, Hardee & Desoto Counties. If interested in the opportunity contact Cody Hoffman at [cody.hoffman@syngenta.com](mailto:cody.hoffman@syngenta.com).



ACTION  
NEEDED!

A White House petition asking for Presidential intervention regarding the EPA's Numeric Nutrient Criteria regulations is in need of at least 5,000 signatures. Visit and sign at [www.DontTaxFlorida.com](http://www.DontTaxFlorida.com).

Forward it to your friends, family members and colleagues in Florida asking for their help. These onerous and unfair regulations will cost all Floridians hundreds of dollars in additional utility bills & cost billions to Florida businesses.

# Peace River Valley Citrus Growers Association

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**Ag Fest 2011**  
DESOTO COUNTY

**Saturday, November 19, 2011**  
**Gates open at 9am**  
**100 Acres of Activities!!**

**FREE Admission!**  
\$5 Parking

Air Conditioned  
Arena, Barns & Exhibit Hall

**Come Enjoy a Day Honoring our Heritage**  
**Through Recognition of Yesterday's and Today's Farmers and Ranchers**

- \* Equipment and equestrian demos
- \* Youth beef show
- \* Cowboy Polo
- \* Wine tasting
- \* Working cow dog demos
- \* Petting zoo
- \* Pony rides

**CEU Classes offered by UF/IFAS**

Vendors offering and selling services and products.  
See what is available in the agriculture industry!

**STEAK AND SWAMP CABBAGE COOK-OFF**  
*Come hungry and grab a plate!!*

Ag Fest Heritage Banquet Friday evening honoring legends of the past and recognizing our Young Farmer/Rancher of the Year

Turner Agri-Civic Center  
2250 NE Roan St. • Arcadia, FL

**863-993-4807**

[www.turnercenter.com](http://www.turnercenter.com)  
[jsullivan@turnercenter.com](mailto:jsullivan@turnercenter.com)

Join us for the Ag Fest  
Heritage Banquet,  
Friday, November 18, 6:00 p.m.  
Turner Agri-Civic Center  
Single Ticket: \$25 Table: \$300

Still accepting  
Vendors and Sponsors!

Vendors: \$50  
Contact us by October 28

Sponsorships:

Copper: \$100

Bronze: \$500

Silver: \$1000

Gold: \$3000

Platinum: \$5000