

CITRUS



Peace River Valley Citrus Growers Association

Annual Crop Estimate Breakfasts October 8th

PRVCGA will host its annual Crop Estimate Breakfasts October 8 in Wauchula and Arcadia. Breakfast will begin at 8:00 a.m., with the crop announcement, from the United States Department of Agriculture, at 8:30.



Growers enjoy breakfast during the 2009 Arcadia Estimate Breakfast.

Growers are invited to attend either of the free breakfasts:

=>The Elks Lodge, 1028 W. Oak Street, Arcadia, co-sponsored by DeSoto Insurance and Morgan Stanley Smith Barney.

=>Joe L. Davis' Barn, CR 636 East of Wauchula, sponsored by Joe L. Davis, Inc. Realtors. Breakfast will be catered by the Green Acres 4-H Club.

Two \$100 Visa Card prizes, sponsored by Keyplex and Yara North America, Inc. will be given to the 'guestimate' winners in Wauchula. Carlton Law Firm as well as Keyplex will also be sponsoring the 'guestimate' winners in Arcadia with two \$100 Visa Card prizes.

WZZS The Bull 106.9 FM will broadcast the crop

estimate live from the Elks Lodge as well as remote interviews from growers in Hardee.

PRVCGA board members, Justin Sorrells and Ben Norris will also be featured on the Morning Bull with Bubba James at 7:30 a.m. October 4 & 5. Be sure to tune in and hear their pre-estimate interviews.

Grower Tour Scheduled



PRVCGA is accepting grower reservations for the Nutritional Evaluation Plus Tour November 18. KeyPlex & MClean Ag are sponsoring the tour.

Last year's Systematic Acquired Response bus tour is back by popular

demand offering new, never before presented research, the opportunity to benchmark nutritional trials, grove health, plus information on Citrus Canker and Black Spot. Details will be developing as we draw closer to the tour date but tentative presentations are noted in the schedule on page 3.

Confirmed stops include Consolidated's Summerlin grove to view KeyPlex trials, the Boyd grove and the Southwest Florida Research & Education Center (SWFREC). There we will view current tree health on nutritional trials viewed last year and a new buckhorning field trial to

See "Tour" Page 3

Volume 17, No. 10
October 2010

Points of Interest:

- Estimate Breakfasts
Nutritional Evaluation Tour
GAP Update
Director Elections

Inside this issue:

Table listing various articles and their page numbers, such as 'Help Your Urban Friends Be Informed Voters' on page 2, 'Board Meeting' on page 2, 'GAPs Update' on page 2, 'Change of Address' on page 2, 'Tour Continued' on page 3, 'PRVCGA Members in the News' on page 3, 'Upcoming Director Elections' on page 3, 'Educational Opportunities' on page 4, '2010 Associate Members' on page 5, 'Succession Planning Resources' on page 6, 'Florida Citrus Commission Activities' on page 6, 'Citrus Industry Statistics' on page 7, 'Numeric Nutrient Criteria Update' on page 8, 'Cash Fruit Clearinghouse Now Open' on page 8, 'People, Places & Things' on page 9, 'Read All About It' on page 9, 'Thanks PAC!' on page 9, and 'Hackney, Ames & Heitman' on page 10.

Help Your Urban Friends Be Informed Voters

October 4 is the last day to register to vote in the general election Nov. 2. Unfortunately, as we approach early voting October 18-29, many voters have yet to educate themselves on candidates and issues. Two key votes for agriculture are a “No” vote on Amendment 4 and a “Yes” vote for Adam Putnam for Commissioner of Agriculture and Consumer Services. All of Florida agriculture is united on these two votes.

Many of your urban friends may not understand the importance of either of these votes. Every member of PRVCGA has friends outside of agriculture—Facebook friends, email friends, high school or college chums. Do not assume they are educated voters. Reach out to them and help introduce them to these or other issues you are passionate about. Ask for their

votes in support of your well-being.

Following are some resources to help you and your friends be prepared voters. Please feel free to share them in your communications.

⇒<http://election.dos.state.fl.us/> This link to the Florida Division of Elections provides comprehensive access for all voter needs. Individual voter registrations can be accessed, campaign information and political action committee records, as well as listing of all races, which can be queried by district or county.

⇒<http://www.floridavoterguide.com/> This is a state guide, which provides the amendment in full text version, notes the sponsor and provides campaign finance information without suggesting the correct vote.

⇒<http://florida2010.org/all-about-vote-no-on-4> Vote No on Amendment 4

Resources containing an economic impact paper, videos & case studies.

⇒<http://www.adamputnam.com/> Adam Putnam’s campaign website with biographical information, views and supporters.

⇒<http://vimeo.com/14880342> Video discussing the importance of Florida Agriculture.





Board Meeting

Join us at the Board Meeting
October 19th at 9:00 a.m.
DeSoto Extension Office

Joe L. Davis Jr. will be present to update us on the CRDF.

GAPs Update

Processed growers met recently to discuss Good Agricultural Practices (GAPs) relative to food safety. The exercise is an advance strike of the Florida citrus industry in hopes of providing standards prior to the federal Food & Drug Administration setting standards.

Fresh citrus growers, who have shipped to foreign markets, are much more familiar with many of the discussed protocols. While some standards do make a difference in food safety, some are political or used as marketing tools. The new document

being written for processed growers is intended to distinguish the difference between practices to protect our consumers and practices which are simply a new regulation.

Fortunately, Florida pasteurized juice has a good record and needed protocols are in place to protect consumers from the grove to the breakfast table. The new draft document reflects this, outlining current practices, most of which are already governed by state or federal laws.

All growers are encouraged to review the document, which can be obtained from the office. Watch the Orange Door for useful GAPs links.



change of address

PRVCGA address has changed to
6 East Oak Street
Arcadia, FL 34266
Please make adjustments to your records



Tour Continued from Page 1

rejuvenate Greening infected trees.

This will be a full day trip with lunch provided. Tentative tour topics and stops are listed below. Please note, we are attempting to provide the best information available. Scheduling is dependant upon the number of participants and the presenters

scheduling availability.

Presenters listed have tentatively agreed to speak, but due to logistics, some details may change. Your help is needed by registering early so proper arrangements can be made. Thanks for your quick response!

Nutritional Evaluation Plus Tour November 18 Times to be Announced

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

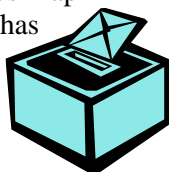
- ◇ RNAi (Robo Nuclayic Acid Interruption) – Dr. Wayne Hunter, Ph. D. Research Entomologist Interrupting the genetic makeup of psyllid by feeding them a molecule to disrupt their normal patterns of feeding.
- ◇ Antibiotics for Citrus Trees – Dr. Yong-Ping, Duan, PH. D. Research Plant Pathologist
- ◇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

Upcoming Director Elections

The PRVCGA board of directors appointed nominating committee members at their September meeting. The nominating committees appointed by the board has complete control of the candidate nomination process.



Each year six of the twelve director terms expire. This year those are Rowdy Bateman, Bobby Krause, Kenny Sanders, Justin Sorrells, Hugh Taylor and Trey Turner.

Nominating committee members are charged with assuring you are well



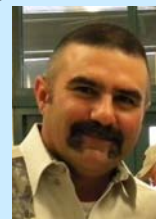
Members Ben Hill Griffin, Inc.



and Steve Farr, citrus production manager for BHG, Inc., are featured in the "Hope on 27" article on the front page of

the September *Florida Grower*. Farr gives insight on the future of the citrus industry. View the article at: www.growingproduce.com/floridagrower/.

Associate Johnny Georges, from GSI Supply, Inc. is featured in the "Tree-T-Pee a Boon to Growers & Conservationists" article in the September 1 issue of the DeSoto Sun. The article explains Georges invention of the Tree-T-Pee.




represented through strong candidate nominations.

If you are interested in serving on the board please contact the association office or one of your local directors.

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. Three opportunities exist: Oct. 11-12 & 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

A class is available November 2, 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.

Citrus Management Workshop

A workshop entitled Citrus Management Strategies in a New Disease Era will be held 8:30 a.m. to noon on:

- ◆ Oct. 5, Indian River Research and Education Center, Ft. Pierce. Call 772-462-1660 to register.
- ◆ Oct. 7, SW Fla. REC, Immokalee. Call 863-674-4092 to register
- ◆ Oct. 12, Turner Agri-Civic Center. Arcadia, Call 863-993-4846 to register
- ◆ Oct. 14, Polk County Stuart Center. Bartow, Call 863-519-8677 to register.

CEU's

For those requiring continuing education units to renew their state

pesticide applicators license, a CEU article is located in the Sept. 2010 Citrus Industry Magazine named "Why should Pesticide Applicators Care about Heat Stress." Read the article, go to www.citrusindustry.net, and take the quiz. Another article is available in the September 2010 Florida Grower, "Weed War". Read the article and then visit floridagrower.net to receive Question Set 20. Send in your answers along with your license number, via the internet to be graded.

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.

- ◆ Oct. 12, 2010, Lake Alfred
- ◆ 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 now available at: www.growingproduce.com.

Black Spot Webinar

The Florida Grower announced Bayer will be sponsoring a "Battling Blackspot" webinar Oct. 26 at 2 p.m. To access the webinar visit: <http://video.webcasts.com/events/pmny001/viewer/index.jsp?eventid=36133>.

Water Choices Forum

October 19 the first of three state-wide workshops on water called the Water Choices Forum Series will begin. This first installment will be at UCF's Fairwinds Alumni Center in Orlando, with the second in South Florida in February and the third in early summer 2011 in either Jacksonville or Tallahassee. Pre register at www.floridaearth.org. For more information visit http://www.floridaearth.org/index.cfm?fuseaction=events.one_event&event_id=81&x=7321478.



Expo Presentations are now available at:
<http://southeastag-net.com/2010/09/10/citrus-expo-2010-seminar-presentations-now-online/>

**CITRUS
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HOT OFF THE PRESS

The Budwood Annual Report

has been released. If you would like to see a copy please contact the office. Prior Years Reports are available at:

<http://www.doacs.state.fl.us/pi/budwood/index.html>



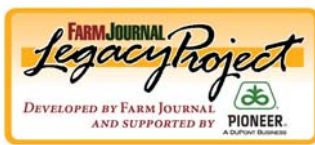
2010 PRVCGA Associate Members

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

Succession Planning Resources

The Legacy Project, provided by Farm Journal is mapping the path for American farmers to plan their future vision. Whether that plan is passing the farm to future generations or not, planning is the key to assuring your wishes are implemented.

The current Legislative debacle make planning even more important. If the 2001 Bush Estate Tax Legislation is not renewed it will sunset returning estate taxes to 55% of a \$1 million or more estate. This financial burden threatens the success of future generation farmers and the survivability of your farm estate.



Statistics show the median age for farmers in America is 55 years old. If 55 is the median age, many farmers are well past retirement age. Planning is critical to assuring American agriculture remains a viable sustainable resource. Without planning, 70% of farms will not be transitioned to the second generation. Statistics become increasingly worse through the generations. Ninety percent of second generation farms will not transition to the third generation and 96% of third generation farms will not transition to the 4th generation.

The first step is talking with your heirs. How do you broach the subject of succession without making future generations feel obligated? Try using the Legacy Projects Opportunity/

Obligation Equation. Tools for estate planning, succession and continuity provide a road map to retirement for your family business evolution.

Resources such as the Succession Planning Action Guide and the Legacy Workbook can help you prepare your farm for the future. You can view television episodes explaining the facets of succession planning, find planning workshops to attend and much more. To access

these resources, visit: <http://www.agweb.com/legacyproject/>.



Florida Citrus Commission Activities

At the September Florida Citrus Commission meeting numerous issues were acknowledged. Of these items, the new FCC appointments and innovative orange juice marketing ideas for the upcoming year were hot topics.

Florida Citrus Commission appointments made are:

⇒ Jesse "Jay" Clark, Jay and Linda Clark Groves, Wauchula, will represent District 2 as a grower.

⇒ James S. Horrisberger of Lakeland, procurement director with Minute Maid, will represent District 1 as a processor.

Everett "Stan" Carter and Michael O. Taylor were reappointed to serve an additional three-year terms. The appointment of one additional commissioner to represent District 2 as a grower is anticipated shortly.

In the past, the creative advertising messaging has touted orange juice's benefits for overall health. This year, the messaging emphasizes making orange juice more a part of consumers' daily lives by giving them

reasons to drink a glass every day.

The 2010-11 creative will position orange juice in one of two ways.

⇒ The first strategy builds on the health attributes of orange juice, focusing on the end benefit. The key message is *"Do something good for yourself every morning with a glass of orange juice."*

Campaigns will emphasize drinking orange juice is one of the simplest ways a person can improve their well being and lead a healthier life style.

⇒ The second potential program focuses on the sustained energy orange juice offers all day. The key message in this direction is *"The natural benefits of orange juice help you take on the day."* Campaigns will bring to life how a glass of orange juice gives you the energy to be ready for whatever the day might throw at you.

A total of four campaigns will be created (two against each strategic platform) and evaluated.

Sustainable Energy Creative

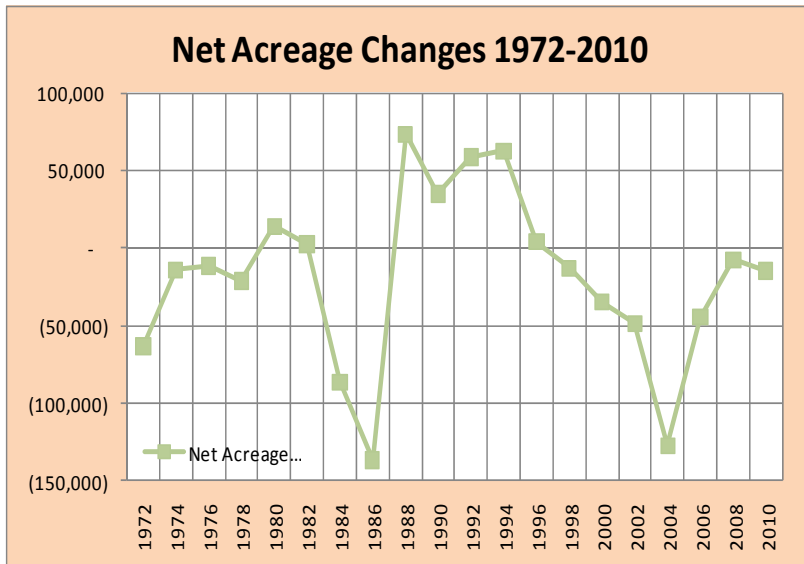


Citrus Industry Statistics

The USDA & National Agricultural Statistics Service, Florida Field Office released the Commercial Citrus Inventory Preliminary Report, The Citrus Abandoned Acres Report and the Crop Production and Value Report.

Total citrus in the state continues to decline. Results of the annual commercial citrus inventory show a net decrease of 2.6 percent from the last survey. The Chart below reflects the changes in new acreage between 1972 and 2010. The rate of acreage reduction bottomed in 2004 and annual losses slowed, showing an increased reduction

County	2009 Acres	2010 Acres	Difference
Charlotte	12,098	12,258	160
DeSoto	62,304	62,508	204
Hardee	47,130	46,921	(209)
Manatee	18,609	18,400	(209)
Sarasota	1,411	1,403	(8)
Area Totals	141,552	141,490	(62)



this year.

Total orange production fell 18 percent to 133.6 million boxes. In all Florida commercial citrus production areas, total citrus production was down from the 2008-09 season. The top 5 citrus producing counties were Polk, Highlands, DeSoto, Hendry and Hardee. DeSoto and Hardee Counties rank 3rd and 5th respectively in boxes, acres and trees.

The \$1.054 billion preliminary value of the 2009-10 citrus crop is 1% greater than the revised value of \$1.047 billion for 2008-09. The price per box is higher for all varieties.

Of the 30 counties included in the survey, 23 recorded decreases in acreages and 7 showed increases. Charlotte and DeSoto counties were among those of increase. Polk remains the leader

in acreage with 83,471, and Hendry County continues to hold the most trees with 10 million.

Abandoned grove acreage continues to increase. Compared to last year, the Indian River District has the most abandoned acreage with 51,196 or 36 percent of the total. DeSoto, Hardee and Sarasota Counties reduced their abandoned acreage. Manatee and Charlotte increased their acreage by 234 acres.

All three reports can be viewed online at the links listed below. Copies of the reports are also available from the association office.

Variety	Price Per Box		Value of Production (\$1000)	
	2008-09	2009-10	2008-09	2009-10
Non-Valencia	\$ 5.09	\$ 5.61	\$ 430,684	\$ 385,041
Valencia	\$ 6.50	\$ 7.25	\$ 506,385	\$ 471,347
White Grapefruit	\$ 1.82	\$ 5.65	\$ 11,999	\$ 33,925
Colored Grapefruit	\$ 4.68	\$ 8.20	\$ 70,697	\$ 117,208
Tangelos	\$ 1.73	\$ 4.45	\$ 1,984	\$ 4,001
Early Tangerines	\$ 5.59	\$ 10.32	\$ 14,263	\$ 23,210
Honey Tangerines	\$ 8.20	\$ 9.05	\$ 10,660	\$ 19,915

Production and Value Report: http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/ccipre/ccipr10.pdf.

Summary: http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/cspre/cit92310.pdf

Abandoned Acres Report: http://www.nass.usda.gov/Statistics_by_State/Florida/Publications/Citrus/CitAA10.pdf

Census Year	Total Acreage	Net Acreage Change
2009	568,814	(7,763)
2010	554,037	(14,777)

Numeric Nutrient Criteria Update

Florida continues to fight against the Environmental Protection Agency's implementation of Numeric Nutrient Criteria proposed for stream and rivers through all available means. A 30 day delay was announced September 29 by the EPA moving the finalization of the rule from October 15 to November 15.

Meanwhile a bipartisan effort by the Florida Delegation members to stop the implementation by prohibiting spending to enact the new water standards failed. The legislative effort derailed when other federal Democrats objected based on an agreement between the parties minimizing the number of amendments to the spending bill.

Criteria for Florida's downstream estuaries and has been delayed until August 2012 while it undergoes peer review by an EPA science advisory board. Hearings were held around the state in August to outline the methodology for the estuarine criteria. Both the Tampa Bay Estuary and the Charlotte Harbor National Estuary have been working with a consulting

firm to create their recommendation for what criteria they would like to be imposed. This methodology was presented at the Tampa hearing and is available for review from the association office.

Meanwhile Florida's economy continues to flounder and budget deficits persist at state and local levels. Florida's Department of Environmental Protection estimates the annual cost to meet the new federal water standard could total more than \$12 billion a year. That is \$632 for every one of our 19 million Florida residents.



Estuary criteria for Tampa Bay and Charlotte Harbor are presented to interested parties at the Tampa meeting.

A study by the Florida Water Environment Association Utility Council projects an estimated \$50.7

billion to upgrade water treatment facilities to meet the new standards. That figure is on top of a projected \$1.3 billion per year in additional operating costs created by the new criteria.

PRVCGA will continue to be involved in this issue, working with the Florida Water Quality Coalition and communicating with regulators and legislators. We applaud our regulators, the Southwest Florida Water Management District and the Florida Department of Environmental Protection, as well as our local governments for standing with Florida businesses to make sure criteria is based on sound science rather than politically or legally motivated.

We urge members to continue contacting their federal legislators about this crucial issue. In your correspondence, thank them for their outstanding efforts to date and encourage them to continue to seek appropriate remedies for Florida's water quality standards.

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.

As we approach the USDA's crop estimate announcement October 8, 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.



We are receiving inconsistent postage information from the U.S. Postal Service. If you are receiving your newsletter with postage due, please notify the office.

The Newsletter is also available electronically. If you would like to begin receiving the newsletter by email let us know.



Columbus Day, Oct. 11

People, Places, & Things

Nominations are being accepted for the 2010 "*Woman of the Year in Agriculture*" award. Those nominated for the award will be judged by a panel familiar with Florida agriculture. The award will be presented on Feb. 10, 2011, during the opening-day luncheon of the Florida State Fair in Tampa. The deadline for submitting nominations to the Department is Nov. 1, 2010. For more information including screening criteria and biographies of previous winners, or to obtain nomination forms, call Richard Gunnels at (850) 488-3022 or visit <http://www.florida-agriculture.com/agwoman/index.htm>.

The FFAA Scholarship Board of Directors is holding its 6th Annual *Sporting Clays Tournament* Oct. 12 at the Quail Creek Plantation in Okeechobee. Registration begins at 8:30 a.m. and it starts at 9:30 a.m. Volunteers are needed. Lunch will be provided to all volunteers. Contact Amy Pappas before Oct. 8 at 863-293-4827 if you are interested in volunteering.

The Sept. 2010 Florida *Citrus Economic and Market Indicators* can now be found on the web at: www.fdocgrower.com. Click on the 'reports and indicators' icon on the right side of the page.

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.

September 2010 *Nielsen Reports* are now available at: [http://www.fdocgrower.com/d/economic and market research/retail and demographics/nielsen-sales/4 week period/2009-2010 season/12-09-04-10.pdf](http://www.fdocgrower.com/d/economic%20and%20market%20research/retail%20and%20demographics/nielsen-sales/4%20week%20period/2009-2010%20season/12-09-04-10.pdf)

The *U.S. Department of Agriculture's Natural Resources Conservation Service (NRCS)* has set Oct. 29 as the deadline to submit applications for several voluntary conservation programs. These programs include:

- The Environmental Quality Incentives Program (EQIP)
- The Wildlife Habitat Incentive Program (WHIP)
- The Wetland Reserve Program (WRP)
- The Grassland Reserve Program (GRP)
- The Conservation Stewardship Program (CSP)

For more information on conservation assistance contact your local NRCS Field Office. To find your nearest NRCS Service center, visit: <http://offices.sc.egov.usda.gov/locator/app?state=fl>.

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 information.

The September 2010 *Citrus Research and Development Foundation Grower Research Report* is now available. Access it at: <http://www.flcitrusmutual.com/files/b689f926-ad38-4695-b.pdf>.

USCJO is offering a free *grove clearing service*. They will clear your land for free and help you replant your land in Bio-Fuel crops. For more information call Amy Lions at (863) 900-2490.

Read All About It
in the
**September 2010
Florida Grower**

Check out the new smart phone agricultural apps featured in the "There's an App for That" article.

Read about two new citrus varieties being offered in the article, "Fresh Appeal" by Peter Chairs.




Thank You

PRVCGA would like to thank the Political Action Committee for assuring our members are well represented in the political arena.

Thanks to Fran Becker-Chair, Mike Carter, Keith Davis, Steve Johnson, Dave Owens and Justin Sorrells!

Peace River Valley Citrus Growers Association

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Arcadia, Florida 34266

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E-mail: oj@prvcitrus.org

HOW CAN OUR CPAs HELP WITH INCOME TAX ISSUES?

Federal income tax issues can affect many grove decisions. We can advise you on the latest tax aspects of planting of a new grove, replacing trees damaged by weather or insects, allocating the costs of a purchased grove, or making the choice of operating entity. We can help you set up a tax-free exchange or an installment sale. We'll show you how to get all the depreciation you're entitled to.

WHAT OTHER WAYS CAN WE HELP GROWERS?

We can help to prepare financial statements for your banker, your stockholders, or your partners. We can prepare spreadsheet analyses to help you perform "what-if" analyses to test pricing or other operating variables. And we can help you set up a budget.

WHAT ABOUT ON PENSION PLANS AND INVESTMENTS?

Andy Ames recently received his Certified Financial Planner (CFP) designation. And our Arcadia office is a Registered Investment Advisor. We can work with you to define and meet your investment goals. We can help you make sense of the pension plan alternatives, and we can help in implementing and funding your plan.

HOW LONG HAS OUR FIRM SERVED THIS AREA?

We have served DeSoto and surrounding counties for almost 30 years. During that time we've advised individuals, businesses and non-profit organizations on a wide range of accounting, tax, and financial matters.

HOW CAN I TALK WITH A CPA?

Call our Arcadia office at 494-6495. We'll be happy to set up a complimentary consultation.

HACKNEY AMES & HEITMAN PA

CERTIFIED PUBLIC ACCOUNTANTS

128 WEST OAK STREET
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