

# RIVER RAMBLINGS

The newsletter of the  
**Indian River Citrus League**

DECEMBER 2012

## J. Brantley Schirard, Sr. to be Inducted into the **Citrus Hall of Fame**



For service to the state and its signature agricultural commodity, the Florida Citrus Hall of Fame chose J. Brantley Schirard, Sr., and four others to its class of 2013. Schirard will join Homer E. Hooks, of Lakeland, to be honored at the luncheon, scheduled for February 27 in Lakeland at the Florida Southern College, along with three others who will be inducted posthumously: Col. Francis L. Dancy, Dr. Paul L. Harding and Dr. Mathew K. Veldhuis.

Schirard, a Ft. Pierce grower, began his citrus career in the citrus industry after graduating from the University of Florida. He has been an industry leader for over 25 years and is the President of Schirard Citrus in Ft. Pierce, managing and developing citrus acreage throughout Florida. He has served on the boards of nearly every citrus organization in the state, including the Florida Citrus Commission and in 1979 was appointed to the Indian River Citrus League board of directors and served as president and chairman.

His knowledge and leadership skills have benefited every facet of the industry in numerous areas, including marketing, packing, processing, research and regulations. His willingness to share his time and talents has resulted in mentoring many within the industry.



The Florida Citrus Hall of Fame was established in 1962 to honor distinguished leaders who have made significant contributions to the Florida citrus industry. Seventeen nominees were inducted the first year and members of the industry have been inducted each year since.

### this issue



P3-4  
Florida  
Citrus  
Show

P5  
IRCL  
2013  
Banquet

P7  
Japan gets  
ready for  
Florida season

P9  
Citrus  
Industry  
Web Design

P11  
Industry  
Websites



**Save  
the Date**  
**January 22**  
at the  
**Inn at Ocean Village**



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# FLORIDA Citrus SHOW

January 23-24, 2013



## Florida Citrus Show Brings Experts and Growers Together To Find Solutions

### *Show Offers Information to Florida Citrus Growers and Packers on the Latest Industry Trends and Techniques*

ORLANDO, FLORIDA (December 5, 2012) — The latest information on production trends, grove management practices; produce marketing tips and insect and disease management strategies are the focus of the 2013 Florida Citrus Show, presented in partnership with Florida Grower, Indian River Citrus League and University of Florida's Institute of Food and Agricultural Sciences. The show will take place on Jan. 23-24, 2013, at the Havert L. Fenn Center in Ft. Pierce, Florida.

The Florida Citrus Show features a comprehensive lineup of educational sessions designed specifically for Florida growers and packers interested in learning about the latest trends that directly impact their businesses. This year, industry experts will share their knowledge on everything from HLB management techniques, Asian citrus psyllid, integrated pest management, and new variety development as well as an economic outlook for the citrus industry.

"The Florida Citrus Show continues to grow based on an outstanding education program and trade show where growers can interact in one location with vendors of the products and services they need," says Gerry Bogdon, publisher, Horticulture Group, Meister Media Worldwide.

In addition, The Florida Citrus Show includes a large trade show with nearly 100 suppliers exhibiting the latest products and service innovations. The tradeshow and educational sessions are all under one roof, providing multiple opportunities for networking with other participants.

Admission to the educational sessions and trade show is free to qualified growers. Exhibit space is also available. To register or obtain more information on the Florida Citrus show, visit [www.CitrusShow.com](http://www.CitrusShow.com). For information on exhibitor and sponsorship opportunities, contact Betty Graulich at (407)539-6552 ext. 17 or [bagraulich@meistermedia.com](mailto:bagraulich@meistermedia.com).

**About Florida Grower:** Published since 1908, Florida Grower magazine provides growers and other industry leaders with insight on varieties, production, pest control, irrigation, harvest and packing. Florida Grower also publishes an annual report on citrus and administers leading events and award programs. It is a publication of Meister Media Worldwide.

**About Meister Media Worldwide:** Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 magazines, along with eNewsletters and more than 20 websites, as well as tradeshow and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at [www.meistermedia.com](http://www.meistermedia.com).

# Florida Citrus Show

## 2013 Program



Wednesday, January 23, 2013

### The Florida Citrus Industry in 2013 Session

**Moderator - Tim Gaver, Extension Agent  
Citrus, IFAS/St. Lucie Extension**

- 8:50 – 9:00 Welcome, Chairman, Indian River Citrus League
- 9:00 – 9:20 Growers Investment in Citrus Disease Solutions: An Update from CRDF  
Harold Browning, Citrus Research & Development Foundation
- 9:20 – 9:40 Ag Labor: What do we do now? - Mike Carlton, FFVA
- 9:40 – 10:00 The New Age of Citrus Variety Evaluation - Peter Chaires, New Varieties Development and Management Corp.
- 10:00 – 10:45 Visit the Trade Show
- 10:45 – 11:10 An Overview of the Florida Grapefruit situation and FDOC Marketing Programs. - Bob Norburg, FDOC
- 11:10 – 11:30 Changing Impact of Retail Market Dynamics on Fruit Prices - Allen Morris, Blue Lake Citrus Products
- 11:30 – 12:00 Update: Establishing Advanced Citrus Production Systems (ACPS) for grapefruit - Barrett Gruber, IFAS, IRREC
- 12:00 – 1:30 Lunch – Visit the Trade Show

### HLB Research in Florida Section

**Moderator - Camille Esmel  
IFAS/Sumter & Pasco County Extension**

- 1:30 – 2:00 HLB Resistance and Tolerance in Citrus And Role in Scion Development - Ed Stover, USDA, Ft. Pierce
- 2:00 – 2:30 Recent Progress in Citrus Scion and Rootstock Improvement by the UF-CREC Citrus Improvement Team  
Jude Grosser, IFAS, CREC
- 2:30 – 3:15 Visit the Trade Show
- 3:15 – 3:45 USDA Transgenic Rootstock Breeding Work - Kim Bowman, USDA, Ft. Pierce
- 3:45 – 4:15 Applied Therapies to HLB-infected Trees to Maintain Production - Bob Shatters, USDA, Ft. Pierce

Thursday, January 24, 2013

### Florida Citrus Pest Management Section

**Moderator - Steve Futch  
Citrus Extension Agent, CREC**

- 8:00 – 8:30 Visit the Trade Show/Continental Breakfast
- 8:30 – 9:00 Developing Novel Attractants for Asian Citrus Psyllids - Joe Patt, USDA, Ft. Pierce
- 9:00 – 9:30 Strobilurin Resistance to Alternaria Brown Spot and Citrus Black Spot Update - Megan Dewdney, IFAS, CREC
- 9:30 – 10:30 Visit the Trade Show
- 10:30 – 11:00 Diagnosis of HLB and Detection of 'Ca. Liberibacter asiaticus':  
The Methods and Their Application to the HLB situation in Florida" - Mark Hilf, USDA, Ft. Pierce
- 11:00 – 11:30 Nutritional therapy treatment for HLB trees and what appears to be working. - Bob Rouse, IFAS, SWFREC
- 11:30 – 12:00 Integrated management of root health of HLB-affected trees and canker in Grapefruit - Jim Graham, IFAS, CREC
- 12:00 – 1:30 Lunch and Visit the Trade Show Moderator - Barrett Gruber, Citrus Horticulturist, IRREC
- 1:30 – 2:00 Spray programs for ACP control: Efficacy and Secondary Effects on Pests and Beneficials - Phil Stansly, IFAS, SWFREC
- 2:00 – 2:30 Effective ACP Management on Young Citrus Trees Michael Rogers, IFAS, CREC
- 2:30 – 3:00 The Potential for Insecticide Resistance in Asian Citrus Psyllid Management and How to Avoid It  
Lucasz Stelenski, IFAS, CREC



# Indian River Citrus League

## 2013 Banquet



The Indian River Citrus League has once again partnered with the University of Florida/Institute of Food and Agricultural Sciences, and Florida Grower Magazine for the annual Florida Citrus Show on January 23-24 2013 at the Havert L. Fenn Center in Ft. Pierce. The two-day event will feature educational seminars, and certification programs. The trade show is also returning this year, and promises to be bigger and better than last year. To pre-register for the 2013 Florida Show, go to [www.citrusshow.com](http://www.citrusshow.com).

On the evening of January 22, the Indian River Citrus League Banquet will be held at The Inn at Ocean Village, located on South Hutchinson Island, 2400 South Ocean Drive (A1A) in Ft. Pierce. The event will honor a "Legend of the River", and will feature guest speaker Dr. Nick Place, Dean for University of Florida/IFAS Extension.

Admission is \$45 per person and **must be purchased in advance by January 17, 2013 to confirm your reservation.** Reception begins at 6 p.m. with dinner and evening's program beginning at 7 p.m. Door prizes... door prizes... door prizes. For more information or to register to attend the banquet, please contact the Indian River Citrus League at 772/562-2728 or email [info@ircitrusleague.org](mailto:info@ircitrusleague.org) Seating is limited so make your reservations early!

The League is proud to announce the sponsorships for the banquet, and is excited to have **Chemical Dynamics, Inc., Farm Credit, Florida Coast Equipment, Dean Mead, Indian River Select, Carden & Associates, Inc., Southeastern Aerial Crop Service and SSI Petroleum** as the event supporters.

## Registration Form

**The Inn at Ocean Village, located on South Hutchinson Island  
2400 South Ocean Drive (A1A), Ft. Pierce  
Tuesday, January 22, 2013 • 6 p.m. Reception • 7 p.m. Dinner**

Number of Persons Attending: \_\_\_\_\_ Contact person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

\$45 Per Person. Payment Enclosed: \$ \_\_\_\_\_ (credit cards not accepted)

Please make check payable to: Indian River Citrus League • Mail to: 7925 20th Street, Vero Beach, FL 32966

**Deadline for payments: January 17, 2013**

In lieu of tickets, reservations will be held at the door.



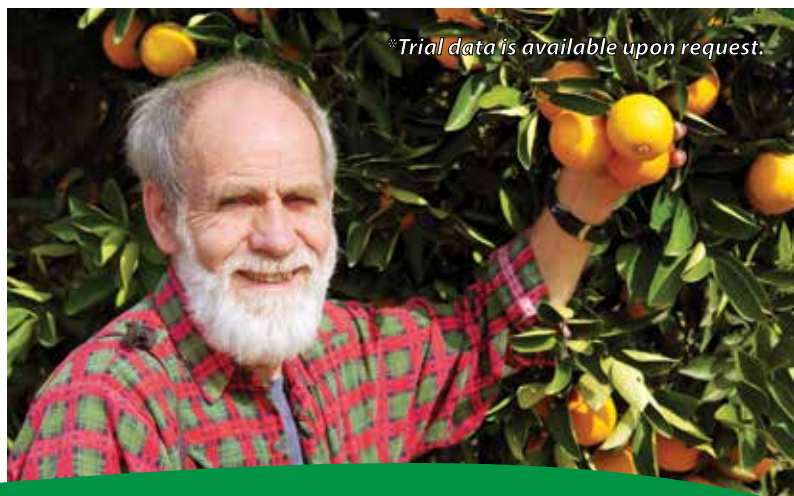
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# Japan Gets Ready for Florida Season

By Mike Yetter - Florida Department of Citrus



*Mike Garavaglia delivering guest of honor speech*

To kickoff the start of the grapefruit season in Japan, the Florida Department of Citrus takes the opportunity annually to present new program plans and other topics of interest to the Japanese trade and press. Several objectives are set for the meeting including an update for the trade and media on the state of the Florida citrus industry, a presentation on the crop outlook, the introduction of marketing programs for the upcoming season, generating trade support for shelf space and promotional activity, and the opportunity to thank the Japanese for their business. In addition, this year's event was highlighted by the introduction of a new logo and tag line, which were developed during the off season.

The first kickoff meeting took place at the Westin Hotel in Tokyo on Thursday, November 8 and featured three separate events - a press conference, trade seminar, and trade reception. The meeting was organized and managed by Yamano & Associates, the FDOC's trade representative in Japan. Kicking

off the event with opening remarks was Hisao Takeda, president of Y&A. He was followed by the guest of honor speeches, which were given by Florida Citrus Commissioner Michael Garavaglia and FDOC Executive Director Douglas Ackerman. Also include on the agenda were a state of the industry update given by Mike Yetter the FDOC's International Marketing Director, the new logo and tag line presentation given by Atsushi Yamamoto of Y&A, a video presentation of the marketing programs, and a special presentation on the health and beauty benefits of Florida grapefruit given by guest speaker Ms. Keiko Uyama a medical and beauty journalist.



*Trade reception in Tokyo*

Following the press conference and trade seminar, a trade reception was held in the ballroom with special remarks made by David Miller the Minister-Counselor at the U.S. Embassy in Tokyo. The guests were treated to western and Asian cuisine with many dishes featuring Florida grapefruit. The reception also gave industry representatives the opportunity to interact one-on-one with the trade. The event was attended by over 300 people and included importers, wholesalers, jobbers, retailers, food service operators, and members of the media. Guests from Florida included Mr. & Mrs. Ken Kennedy of United Indian River Packers and Mr. Michel Sallin of IMG Citrus.



*Dessert bar at the reception*

Following the Tokyo affair, a similar event was held the following day, Friday, November 9th, in Kobe, Japan. Over 100 attendees participated in the Kobe event which reached the key players in the Osaka market, Japan's second largest city. Yamano & Associates also hosted smaller events in early December in Sapporo and Fukuoka to reach the trade in the northern and southern areas of Japan. With a well-informed trade, the Florida industry is looking forward to another successful season in Japan.



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**We are pleased to inform you about a new service offered by an established web design team based in Florida citrus.**

If you've been thinking about a website for your business, you might want to talk to the guys at Ecostat, Inc. They're known for their creative, yet practical, approach to getting clients online. They designed our website at [ircitrusleague.org](http://ircitrusleague.org), in fact.

Going back three generations, leader Steve Rogers has a thorough understanding of the citrus industry. His acclaimed team members in various roles have worked on communications and e-commerce projects for clients ranging from the Florida Department Citrus, Apple, American Airlines, Time/Warner and the Office of the President of the United States. So, they know citrus. And they know technology. They'll find the best solution to get you online affordably and reliably.

**Sites are easy to maintain and update, so you can take control of your information.**

Steve's team provides a range of professional solutions, including branding, photography, print media and web programming. You don't have to hire different companies to get the job done. And they have a proven track record of hitting deadlines, staying on budget, and correctly anticipating client website needs, big or small.

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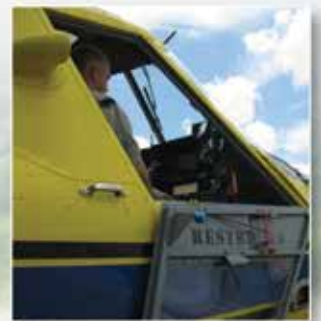


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# Industry Websites



## Citrus Administrative Committee

863/682-3103  
<http://www.citrusadministrativecommittee.org/>

## Citrus Research & Development Foundation

863/956-5894  
[www.citrusrdf.org](http://www.citrusrdf.org)

## Florida Department of Agriculture

<http://www.freshfromflorida.com/>

## Citrus Health Response Plan Updates

<http://www.ars.usda.gov/Research/docs.htm?docid=18240>

## Florida Department of Citrus

863/537-3999  
Grower Website  
[www.FDOCGrower.com](http://www.FDOCGrower.com)

## Greening Research Updates

[www.floridajuice.com/industry.php](http://www.floridajuice.com/industry.php)

## Legislative Delegation (Federal)

Indian River Citrus District  
Senator Bill Nelson  
<http://billnelson.senate.gov/>

## Senator Marco Rubio

<http://www.rubio.senate.gov/public/>

## Congressman Alcee Hastings

<http://www.alceehastings.house.gov/>

## Congressman Bill Posey

<http://posey.house.gov/>

## Congressman Tom Rooney

<http://rooney.house.gov/>

## Legislative Delegation (State)

Indian River Citrus District  
Governor Rick Scott  
<http://www.flgov.com/>

## J. D. Alexander

<http://www.flsenate.gov/senators/s17>

## Senator Thad Altman

<http://www.floridasenate24.com/>

## Senator Mike Haridopolos

<http://www.flsenate.gov/senators/s26>

## Senator Joe Negron

<http://www.flsenate.gov/senators/s28>

## Representative Steve Crisafulli

<http://www.myfloridahouse.gov/sections/Representatives/details.aspx?MemberId=4448&SessionId=61>

## Representative Tom Goodson

<http://www.myfloridahouse.gov/sections/Representatives/details.aspx?MemberId=4500&SessionId=66>

## Representative Gayle Harrell

<http://www.myfloridahouse.gov/Sections/Representatives/details.aspx?MemberId=4211>

## Representative Debbie Mayfield

<http://www.myfloridahouse.gov/sections/Representatives/details.aspx?MemberId=4456&SessionId=64>

## Representative William Snyder

<http://www.myfloridahouse.gov/sections/Representatives/details.aspx?MemberId=4376&SessionId=54>

## Representative John Tobia

<http://www.myfloridahouse.gov/Sections/Representatives/details.aspx?MemberId=4447>

## Representative Ritch Workman

<http://www.myfloridahouse.gov/sections/Representatives/details.aspx?MemberId=4446&SessionId=64>

## Citrus Industry Magazine

[www.citrusindustry.net](http://www.citrusindustry.net)

## Florida Grower Magazine

[www.growingproduce.com/subscribe](http://www.growingproduce.com/subscribe)

## Southeast AgNet

[www.southeastagnet.com](http://www.southeastagnet.com)

## University of Florida/IFAS

<http://www.ifas.ufl.edu/>

## Black Spot Information

[http://www.crec.ifas.ufl.edu/extension/black\\_spot/citrus\\_black\\_spot.shtml](http://www.crec.ifas.ufl.edu/extension/black_spot/citrus_black_spot.shtml)

## Citrus Budgets

<http://www.crec.ifas.ufl.edu/extension/economics/>

## Citrus Research & Education Center

Lake Alfred  
863/956-1151  
<http://www.crec.ifas.ufl.edu/>

## Citrus Health Management Areas

[www.crec.ifas.ufl.edu/extension/chmas/index.shtml](http://www.crec.ifas.ufl.edu/extension/chmas/index.shtml)

## Florida Citrus Extension Agents Website

[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)

## Greening/HLB

<http://www.crec.ifas.ufl.edu/extension/greening/index.shtml>

## HLB Nutrient Management

<http://www.crec.ifas.ufl.edu/extension/greening/index.shtm>

## Indian River Research and Education Center – Ft. Pierce

772/468-3922  
<http://irrec.ifas.ufl.edu/>

## Low Volume Spray Application Techniques

<http://lake.ifas.ufl.edu/agriculture/citrus/documents/HoffmannCitrusSprayers.pdf>

## Soil and Leaf Tissue Testing

<http://edis.ifas.ufl.edu/ss531>

## Pest Management Guide

<http://www.crec.ifas.ufl.edu/extension/pest/>

## USDA (FASS)

Florida Agricultural Statistics Services  
[http://www.nass.usda.gov/Statistics\\_by\\_State/Florida/index.asp](http://www.nass.usda.gov/Statistics_by_State/Florida/index.asp)

## Greening

<http://www.ars.usda.gov/Research/docs.htm?docid=18240>

## United States Horticultural Research Laboratory-Ft. Pierce

772/462-5800  
[http://www.ars.usda.gov/main/site\\_main.htm?modecode=66-18-00-00](http://www.ars.usda.gov/main/site_main.htm?modecode=66-18-00-00)

## South Florida Water Management District

[www.sfwmd.gov](http://www.sfwmd.gov)

## SFWMD ePermitting

[www.sfwmd.gov/ePermitting](http://www.sfwmd.gov/ePermitting)

## St. Johns River Water Management District

<http://floridaswater.com/>

## SJRWMD ePermitting

<https://permitting.sjrwmd.com/epermitting/jsp/Search.jsp?option=permitNumberOption>

## FAWN

<http://fawn.ifas.ufl.edu/>

## Florida Farm Bureau

<http://www.floridafarmbureau.org/>

## Weather Underground

<http://www.wunderground.com/>



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## Getting Involved.

### membership opportunities

Our Associate Membership provides opportunities to network with existing customers and potential customers by providing opportunities to sponsor events scheduled throughout the year. Their partnership with our organization is important to us. If interested in joining our organization, please contact the League office for further details.