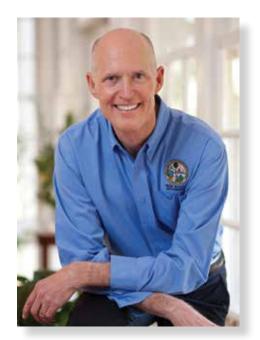


83rd Annual Meeting

Save the Date... October 15, 2013

The 83rd Annual Meeting of the Indian River Citrus League will be held at the Club at Pointe West, 7500 14th Lane, Vero Beach, FL on October 15, 2013 at 11:30 a.m. The meeting will feature Governor Rick Scott as the invited guest speaker. Lunch sponsored by Wells Fargo. You



are cordially invited to attend and request your RSVP to the League office (772/562-2728) or email info@ircitrusleague. org with your lunch selection of either Classic Cobb Salad or Penne Pasta with Chicken by October 10, 2013. Reservations are required to ensure ample seating.

During the summer months League committees have been working to ensure that the future of the League is financially secure to carry on the necessary functions and grower Because of these changes the normal activities.

election of directors held at the annual meeting will be postponed until the first working board meeting of the League in November. League members will be notified of the meeting.



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FAWN Site Relocation Western St. Lucie County



Weather-related information is essential to Florida's agricultural producers for making important decisions regarding irrigation and cold protection. Since 1998, the Florida Automated Weather Network (FAWN), a program of the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS), has been providing growers with a variety of weather-related tools that can aid them in making these decisions. For example, the FAWN Cold Protection Toolkit assists growers in estimating minimum overnight temperatures, tracking of forecasts, estimating evaporative cooling potential, and determining the temperature at which to shut down frost-protecting irrigation, and The FAWN Citrus Irrigation Scheduler provides a 2-week irrigation schedule based on real-time evapotranspiration rates.

Since FAWN's inception, the weather station at Fort Pierce has been located at the University of Florida Indian River Research and Education Center, near the Turnpike and State Road 70. Over recent years, growers in this area have expressed concern that the weather data from the current location does not accurately reflect the conditions experienced by the majority of the growing operations in that area. Therefore, FAWN is currently working with the Indian River Citrus League to relocate the station further west, to an area that will provide better coverage. That project is under way and will be completed by the 2013-2014 cold season.

Stay tuned to the FAWN website at http://fawn.ifas.ufl.edu for updates on this project.

Best Management Practices Program St. Lucie Watershed

FDACS Office of Agricultural Water Policy has begun an evaluation of the Best Management Practices (BMPs) Program in the St. Lucie watershed. FDACS is responsible for verifying BMP implementation to the Department of Environmental Protection (DEP).

FDACS will be contacting producers who signed Notices of Intent (NOIs) to implement BMPs in the Indian River Citrus area to verify that they are still enrolled and following the BMPs. FDACS will also be using this opportunity to correct enrollments on sold or out of production areas. When they call for an appointment, they will be requesting your current parcel tax IDs so they will have the correct coverage. They will also need to verify that records are being kept on the nutrient and irrigation BMPs.

If you have any questions, please call Bonnie Wolff Pelaez at 863-462-5881 or Kevin Hancock at (772) 216-1316.



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FDOC Names Michael Schadler to Lead International Marketing

By Michael J. Garavaglia, Jr.

Michael Schadler joined the Florida Department of Citrus (FDOC) as Director of International Marketing in August. Previously, Schadler was a marketing consultant at Bryant Christie, Inc. where he worked closely with Mike Yetter as the FDOC marketing account manager helping to develop international strategy and secure federal funding for international citrus marketing efforts from the United States Department of Agriculture (USDA) Foreign Agricultural Service.

Michael's experience makes him uniquely positioned to understand the objectives and strategies of FDOC's international marketing efforts, as well as the challenges and opportunities that exist in its export markets.

Michael's responsibilities at Bryant Christie also included being a member of the Global Market Development team, where he directed marketing programs in countries such as Brazil, China, Russia, and Western Europe for various food and agriculture commodities.

He holds a bachelor's degree in International Studies from the University of Washington and has also studied at the Universidad Nacional de Costa Rica.

Initially, Michael will travel around the state to meet with regional citrus organizations, international growers/ shippers and he will spend time each week in the Indian River area understanding the market and developing future program plans. In September, Michael and I will be traveling to Japan to meet with FDOC agency personnel, as well as key importers, retailers and trade decision makers.

Please join me in welcoming Michael. I invite you to stop by IRCL and say hello or reach out to him at 863-537-3962 or mschadler@citrus.state.fl.us.

FAST TRACK Launches

By Peter Chaires, Florida Citrus Packers •

August 2, 2013 was the first official day of registration for FAST TRACK. Grower meetings were held in Tavares, Lake Alfred, Sebring, Immokalee, Ft. Pierce, and Cocoa. Most of the meetings were well attended. Growers came to learn details of the program and to better understand the registration process. Ample time was provided for questions; and as if often the case, growers benefitted the most from hearing each other. Growers have until January 29 2014 to register for the program. The launch of this innovative program is a milestone for the University of Florida, Florida Foundation Seed Producers Inc. and for NVDMC.

FAST TRACK is an innovative program that will move experimental fresh IFAS citrus selections to nurseries and growers earlier than ever before. FAST TRACK will enable growers to engage in the trial and evaluation process and to feed valuable information and feedback into the commercialization process. In years past, information on new selections and varieties came only from formal research plantings. Early material was tested in a wide range of conditions and on a host of commercially available rootstocks. However, even after these long-term trials, adoption by the grower community remained slow, as growers wanted to gain first-hand experience before committing valuable resources to the production of a new variety. FAST TRACK will employ the creativity and enthusiasm of the grower community to identify those selections with the most commercial potential. A three-tier program, FAST TRACK starts in the trial stage where information is gathered and growers gain experience. The most promising selections will move to commercial production, where they are named and made available for commercial planting. Only growers who participated in the trial

stage are eligible for the first five years of commercial production (should the selection make it that far). After the expiration of the five-year head start, all others growers are eligible to plant. This model provides strong incentives for participation but leaves no one behind. Growers

choose to plant only the selections that interest them most.

As of September 1st, 34 growers have registered to plant the first group of FAST TRACK selections. NVDMC is now in the process of establishing grower groups for each of the nine selections. Growers will soon select their rootstocks and the initial propagations will be underway for planting in summer of 2014. Later registrations (those received between September 1 and January) will most likely be planted in Spring of 2015.

Nurseries are a key component of the FAST TRACK model. NVDMC has worked closely with FNGLA's Citrus Nursery Division to establish a process for nursery selection and to encourage participation. Though there is only one propagating nursery per selection, other nurseries are provided an opportunity to establish a budwood source very early in the process, so that they are well positioned for future orders, should the selection move to the commercial stage.

NVDMC has tried to reach every grower with details of the FAST TRACK model. Articles were published in the trade press, and presentations have been made at numerous meetings and gatherings. Despite our best efforts, some growers remain unaware of the details of the program and how they can participate. NVDMC will attempt to meet with any group of five or more growers. If you have an interest in the program and can assemble a group of interested growers, contact NVDMC and we'll try to get you on the calendar. As our investments in disease research and disease management begin to pay dividends, new fresh varieties will be needed to restore Florida's competitive position. Many of these new variety options will emerge from FAST TRACK.

NVDMC has begun discussions with USDA-ARS to move experimental USDA citrus selections into grower trials. NVDMC has a long-standing cooperative research relationship with USDA-ARS, and looks forward to providing orange-like, grapefruitlike and tangerine/mandarin selections for evaluation and comment. Many of these selections are showing some level of HLB tolerance. Details on the USDA program will soon be available.

For more information, contact NVDMC:

Website: NVDMC.org

Pchaires@nvdmc.org Fmail:

321.214.5214 Phone:



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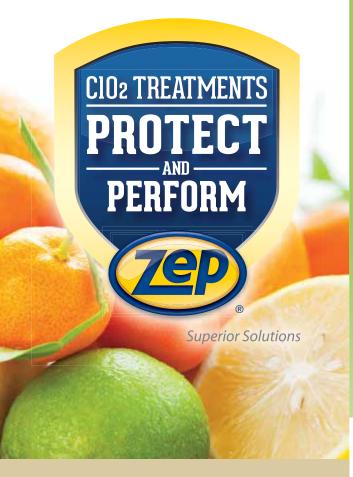
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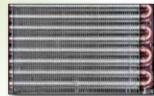
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Using Social Mediafor Crowd-Sourced Citrus Production & Research •



By Steve Rogers, Posted in Digital Citrus, Press Releases Originally published online in January 2013, updated August 2013

Social media websites are changing the world. Facebook, a popular social site, has over 1 billion active users each month. Six-hundred million of its users connect using a mobile device. One out of three people in the United States checks into Facebook every day. In the US, Facebook has over 170 million users and it penetrates in one way or another to about 73% of the nation's online population. Social media is a great way to connect with the public. It's where you need to be nowadays if you are marketing a product or communicating a message. As a simple example, loyal buyers of citrus products might sign up to "like" a Facebook citrus page, which in turn might send them coupons for products at the grocery store. In marketing and communication, social media websites help you engage your audience in a two-way conversation. This way, they learn more about you and appreciate more what you have to offer them. Citrus industry organizations are becoming more comfortable with these ideas, but there is nevertheless a lot more that could be done.

Perhaps you don't see a need to get involved with social media at this time. There needs to be both a reason for and an incentive to use these systems. But what if doing so could help the citrus industry more effectively deal with, and perhaps solve, some of the issues related to production and devastating diseases? Wouldn't that be reason enough to at least learn a little more about what is possible with these technologies? To answer that, we have to go beyond the obvious. The rest of this article puts forth some new ideas on solving problems such as greening using social media. Hopefully, there'll be greater discussion and participation in these areas as we move forward into this new era of citrus production and research.

Social Media Best Management Practices

While it's hard to say if there's a right way or wrong way to go about it, there are some "best management practices" you should follow if you want to use social media. These practices include knowing how to use technology to relate to your readers, how to submit your information to search engines, selecting the best keywords for your message and so on. There's quite a bit more to it than just posting your information online and hoping for the best. You need to know how to interact with other technologies provided on the Internet for your information to have the greatest value.

Maintaining an active blog is a also an important tool for online communications. The key point here is "active"—you need to keep a blog up to date. Blogs are currently not used very effectively in citrus, so there are opportunities for imaginative blogging that could help the public understand more about the industry. This could help growers and scientists when they look to the public for research funds and to manage disease outbreaks. In a way, periodic research reports published online could be considered a type of blogging. Once you think of research communication with this paradigm, new opportunities for communication and technology development open up. It's important also not to undervalue reader comments that appear on blogs. Some of the most innovative and effective communication programs in the recent past involved actively engaging an audience through the comments section of blog pages. As an example, take a look at the bottom of this post. There's a space for you to leave a comment about what you've read here. If several people leave comments, we have a conversation. If we have enough participants in the conversation, who knows? We might come up with a great new idea to help many growers. One thing to keep in mind, however, is that if your message is truly important, you need to work with a professional who knows social media systems so your efforts are effective.

Social Media-Public and Private

Let's dive a little deeper into what makes up social media systems. Different social sites serve different needs. Facebook and Twitter, for example, are informal and often involve friends posting brief personal updates. LinkedIn, on the other hand, is primarily a system that connects people for professional networking. Blogs are another example of social media, which allow publishers to create longer messages than are possible on sites like Facebook or LinkedIn. One common feature between most social media sites is that the information posted is generally intended to reach a lot of people. It is also designed to facilitate multi-way communications between authors and readers. This is great if your goal is to socialize with a lot of friends, market a brand, or get an important message out to the public.

Social media's popularity makes you wonder how these types of technologies can be used not only in marketing, but also more effectively in citrus production and scientific research. To explore this idea further, social media sites can be considered "public" or "private". The well-known sites above are public in the sense that most anyone can easily sign up and start using services almost immediately. In contrast, private social networks can provide a way to improve efficient communications between people within a single organization or group of cooperators. Only those specifically granted access to that private network can see the information and interact with other users there.

Social Media and Citrus Freezes

Depending on the services and security needed, private social networks can be valuable in citrus operations. This is achieved by connecting everyone to the same stream of communication, which is often called an "activity stream" (Fig. 1). Briefly, an activity stream is a reverse chronological listing of brief status updates from network participants. Your colleagues might opt to receive your updates through push services, or they may prefer to log in

to their account and get all their updates at once. Status updates are usually short, but can be longer depending on the message and

the application. Usually, you have options to post a brief reply

to a status update. An example of a status update in citrus on a freeze night might be, "It's 32 degrees at the edge of the grove." A reply might be, "Thanks, we got the irrigation over there turned on now." You could communicate this information with a phone call or email, but the advantage of the social platform is that it is faster and you can more easily communicate with all your team members at once. Self-starters within your organization could then know that certain actions are required without having to be personally contacted. Interactions like this between colleagues can improve operational efficiency. Applications like this in a citrus operation are limited only by your imagination and the ability of your colleagues to adopt a new technology.

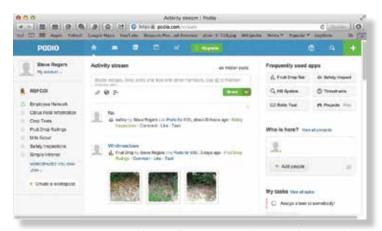


Fig. 1. Screen grab of the desktop interface for Podio. This example shows an activity stream for a hypothetical citrus operation. The activity stream appears in the middle column and different workspaces are shown in the left panel. The right panel show some of the custom apps created for recording different types of business information.

Podio (podio.com) is but one of many platforms available for groups wanting to create their own private social networks for data aggregation. Podio gets everyone on your team on the same page by connecting them all to the same activity stream. In this sense, Podio is like a private Facebook that is only visible to the people in your organization or defined group. However, what sets Podio apart from Facebook is that it can easily be scaled for project management, task assignment, team collaboration,

meeting management, data collection, timesheet tracking, and more (Fig. 1). In other words, **Podio is a private social network that can operate according to your business rules.**

Social Media in Citrus Production and Scientific Research

One example of using Podio is to help with harvesting optimization (Fig. 2). A recent issue facing the industry was the extensive fruit drop that occurred in many parts of the state. Fruit drop metrics are helpful in determining how to dispatch harvesting crews. A field surveyor, for example, could rate the fruit drop in different groves using their Podio iPhone app, then attach a cell phone image to each observation and post it to their Harvesting activity stream. The harvesting dispatcher back at the main office can immediately see this information on their desktop and can direct operations accordingly. Another example expands on a technology I first introduced to the citrus industry back in 1998. We collected and aggregated rust mite management data from growers using the Palm Pilot PDA and used a cloud application we developed to analyze that information in real time. Similar platforms such as Podio can be immensely helpful for aggregating data across many growers to uncover trends about tree responses to fruit drop, insects, diseases and horticultural management programs. New variety responses to horticultural practices would be a perfect application for this type of technology. I call this kind of group participation in production and research "crowd-sourced" because the data originate in the field and is sourced to the cloud by growers. It's an even more appropriate term when you consider that now, more than ever before, our ability to produce depends largely on sharing information and communicating to other growers about our observations and experiences.

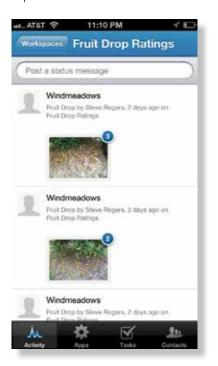


Fig. 2. Screen grab of the iPhone interface for Podio. This example shows a series of fruit drop ratings performed so harvesting operations can be efficiently scheduled.

The Podio platform operates seamlessly across your desktop, mobile phone and tablet. Allowing for differences in screen size, Podio looks and works much the same way on each device. Your activity stream is a central part of the display, and the various projects you have set up can be found by navigating the display as dictated by your device.

In the next article in this series, we'll go into a little more depth on exactly how a social media citrus research platform could work. But the above examples should give you some ideas of the potential for these systems. But despite their obvious advantages, social media, and private social networks in particular, might not be for everyone. You have to dedicate some time to setting a system up before it is deployed to your team. If you use an off-the-shelf cloud platform, the setup and testing process can take a day or so. Add another day or two for team training. In some cases, a more custom system may be needed. But, like any computer system, familiarization is the key. Once you get to know your system and come up with your own ways of using your private social network, you might not want to go back to the old way of doing things.

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The Inaugural Indian River Citrus League



The Indian River Citrus League is hosting its first annual golf tournament, which kicks off the 2014 Florida Citrus Show.

The League's mission is to benefit the citrus and all agricultural interests on the Treasure Coast by finding solutions to multiple challenges that face agricultural producers in our region.

The funds raised at this tournament will be channeled towards issues faced by producers in our region today, so your sponsorship plays a huge part in the success of the League's efforts for improving the industry.

The 2014 golf tournament will take place at The Club at Pointe West in Vero Beach on January 28, 2014 with a shot gun start at 8:30am. Pointe West is a magnificent championship golf course managed by The Arnold Palmer Golf Management Company.

So mark Tuesday, January 28, 2014 on your calendar now

and plan to join us as we kick off the 2014 Florida Citrus Show and banquet. This opportunity will be a great occasion to meet with the leaders of the Indian River Citrus Industry. We offer multiple sponsorship levels, which allow you to sponsor the tournament while enjoying the game with your friends and colleagues. As a sponsor you will receive full recognition for your donations at the tournament.

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