

RIVER RAMBLINGS



The newsletter of the
Indian River Citrus League
NOVEMBER 2016



Doug Bournique Honored 2016 St. Lucie County Conservationist of the Year

The St. Lucie Soil & Water Conservation District honored their Conservationist of the Year at the 48th Annual Farm-City Barbeque held by the Fort Pierce Kiwanis Club. The League's very own Executive Vice President Doug Bournique was selected as the recipient of the award.

Each year the St. Lucie Soil & Water Conservation District Board of Supervisors honors an individual for their efforts in preserving and protecting the environment. Doug was recognized for his long career in water quality and agricultural issues impacting the citrus industry here on the Treasure Coast and the Indian River Lagoon.

Former Senator and St. Lucie County Property Appraiser Ken Pruitt, who was the keynote speaker for the event, spoke of Doug's diligence, praised him for his continued work and that this recognition was well deserved.



L to R: SLSWCD Board Supervisor Robbie Johnson, Chair Flip Gates, Award Winner Doug Bournique and Board Supervisor Linda Minton

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INTRODUCTION

- First insecticide in butenolide chemical class (newly created IRAC subgroup 4D)
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- Extremely fast feeding cessation effects on Asian Citrus Psyllids (ACP) to help reduce the transmission of Citrus greening disease
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- Highly flexible application window, including during bloom periods, with 1 day PHI for foliar applications
- Good control of difficult-to-reach pests thanks to xylem mobility and translaminar movement

RECOMMENDED APPLICATION TIMING*

ASIAN CITRUS PSYLLID



ASIAN CITRUS PSYLLID



BOURNIQUE, Continued from page 1

Doug's background in water is extensive going back to the mid 1970's, when he was Director of the Environmental Affairs for the Sugar Cane industry. Since then, he has worked on the Upper St. Johns Project, the Indian River Lagoon National Estuary Program, the Upper East Coast Water Supply Plan, Indian River Citrus BMPs Steering Committee and is currently a member of the South Florida Water Management District's Water Resources Advisory Commission, Treasure Coast Regional Planning Council, Indian River Lagoon Council and serves on St. Johns River Water Management District Governing Board.

"It was a perfect fit to choose Doug as the outstanding conservationist", said Robbie Johnson, Board Supervisor. "He knows the backbone of this region that impacts our water and agricultural interests."



Save the Date

FLORIDA
Citrus
SHOW

January 25-26, 2017

www.CitrusShow.com

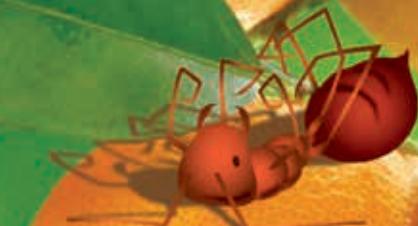
Florida Citrus Show Set For Jan. 25-26

Coming off a record breaking attendance this year, the 2017 Florida Citrus Show will again deliver valuable education and networking opportunities for growers and other industry players. The program will cover the latest tactics aimed at mitigating HLB, new varieties and rootstocks, optimizing bactericides applications, and much more. The Show's

educational program will place an emphasis on growing citrus and managing HLB on a budget that is economically viable.

In addition, the show will host an expansive trade show showcasing products and services growers need every day to produce a successful crop. Register today for the 2017 Florida Citrus Show (<http://www.citrusshow.com/>).

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Mobile Irrigation Lab

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Leona Yates
Mobile Irrigation Lab
St. Lucie Soil & Water Conservation District

The Mobile Irrigation Lab (MIL) of St. Lucie Soil and Water Conservation District (SLSWCD) is a free service to the agricultural community which conducts irrigation evaluations including a Panasonic flow meter pump check in Indian River, St. Lucie, Okeechobee and Martin Counties. An MIL evaluation consists of a technician coming out to your property and collecting specific field data. This computer-analyzed data will give you information on your: Irrigation Efficiency, Application Rate, Water Pressures and Water Flows. The written report may also provide recommendations for irrigation scheduling, needed repairs or filter cleanings. This report data is necessary and accepted for consumptive usage permitting renewal, BMP requirements and Global Gap. Let's face it, running diesel or electric pumps isn't cheap and conserving water is important. If we can save you time, fuel and water; why not call us? Remember....It's FREE.

Call: Leona Yates at SLSWCD located in Fort Pierce 772-461-4546

Check out our video

<https://www.youtube.com/user/NRCSFlorida>

Cost Share Incentives to Re-Plant Citrus

Kayla Nickerson
Environmental Specialist III
Office of Agricultural Water Policy
Florida Department of Agriculture and Consumer Services

This year the Florida Department of Agriculture, Office of Agricultural Water Policy has set aside \$5.5mil to assist citrus growers who are considering establishing a new grove. The program will cost share 75% of all materials and labor for the installation of a new, or upgrade of an existing, irrigation system and 100% of any design and engineering costs. To qualify the applicant must have been a citrus producer since at least 2008 and be an active participant in the Best Management Practices (BMP) program for citrus. In addition, the project area must be 10ac or more and include under tree micro sprinklers or drip irrigation. Projects are approved on a first come, first serve basis so we encourage you to apply as soon as possible. Please note that all projects must be approved prior to commencing and **completed by June 30, 2017** to receive reimbursement.

For questions about the program or to apply, please contact Kayla Nickerson at (850) 688-5628 or Jacob Fojtik at (850) 688-6859.



Upcoming Events

January 24, 2017 – IRCL Banquet – The Club at Pointe West – Vero Beach

January 25-26, 2017 – Florida Citrus Show – Fenn Center – Ft. Pierce

March 31, 2017 – IRCL River Fun Shoot – Quail Creek Plantation - Okeechobee



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Thank You!

We are grateful for the generous support of our sponsors for the January 24, 2017 Indian River Citrus League banquet. While we are still accepting sponsorships for the unfilled business categories, we would like to thank the following companies for their support and partnership. For additional information about sponsorship availabilities, please contact the League office at 772/595-5026 or email at info@ircitrusleague.org

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FLORIDA COAST EQUIPMENT



Save the Date
January 24, 2017

The Club at Pointe West
VERO BEACH



2017 INDIAN RIVER CITRUS LEAGUE BANQUET

For more info, contact (772) 595-5026 or info@ircitrusleague.org

CHEMICAL DYNAMICS
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FLORIDA COAST EQUIPMENT





Indian River Citrus League River Fun Shoot

Friday, March 31, 2017 . Quail Creek Plantation . 12399 NE 224th Street, Okeechobee

100 Target Fun Shoot

8:30 a.m. Check In

9:30 a.m. Start

Corporate Sponsorship Opportunities

Title Sponsor: \$1,500 []

Company name/logo on event flyer, registration form, news release, website, sponsor board. One company banner hung in the awards area, (sponsor provides banner). Includes **up to six** shooters, **one** four-person cart, lunch and raffle tickets for four.

Lunch Sponsor: \$1,500 []

Company name/logo on event flyer, registration form, news release, website, sponsor board. One company banner hung in the awards presentation area (sponsor provides banner). Includes **up to six** shooters, **one** four-person cart, lunch and raffle tickets for four. Recognition on promotional materials.

Cart Sponsor: \$750 [x] FILLED

Includes four shooters, one four-person cart, lunch for four, and company name on event carts. Includes four shooters, one four-person cart, lunch for four, and recognition on event carts

Supporter Sponsor and Master of Ceremonies of Raffle Prizes: \$1,000 []

Includes four shooters, one four-person cart, lunch; company name on sponsor banner.

Plaque Sponsor \$1,000 []

Your company logo will appear on all plaques. Includes two shooters and lunch for two.

Supporter Sponsor: \$750 []

Includes four shooters, one four-person cart, lunch; company name on sponsor banner.

Beverage Cart Sponsor: \$500 [x] FILLED

Includes four shooters, one four-person cart, lunch; company name on sponsor banner and recognition on cart.

Yes! I would like to be a sponsor in 2017:

Contact Name: _____

Company (for signage and publication use): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment Information: Make check payable to Indian River Citrus League and mail along with this completed form to: 2001 S. Rock Road, Ft. Pierce, FL 34945 or email to info@ircitrusleague.org form and we can invoice you.

Amount Due: \$_____ Payment: [] Check Enclosed [] Send Invoice

For more information, contact the League at 772/595-5026 or email at info@ircitrusleague.org



New Varieties Development and Management Corporation Uses New Bubble Form Technology to Collect Survey Data

Steven Rogers

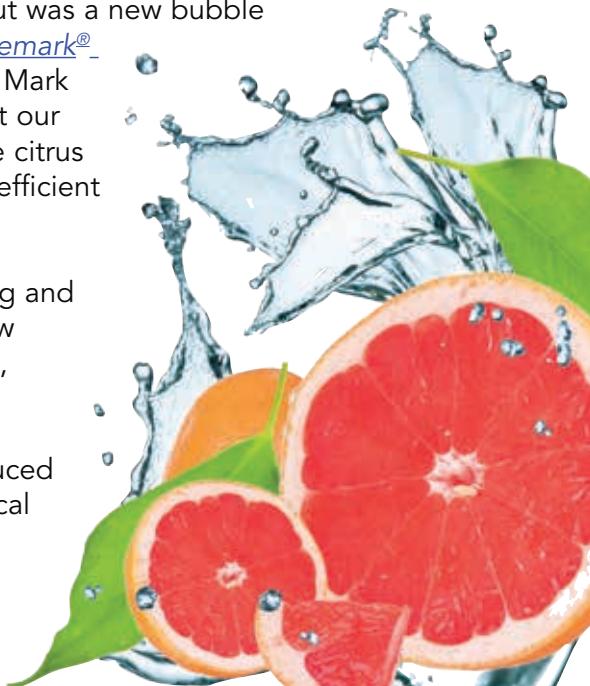
The [New Varieties Development and Management Corporation](#) (NVDMC) provides Florida growers access to new citrus. Its goals include identifying, acquiring and sub-licensing promising varieties. They periodically host displays of new citrus fruits typically in Lake Alfred and Ft. Pierce, where you can see varieties that have new market potential.

You can sample 10 to 50 different kinds of tangerines, oranges, mandarins, grapefruits, and other varieties at their displays. Attendees score candidate varieties on at least 10 factors, including size, color and flavor. With up to 50 attendees rating that many fruits and factors, scoring data accumulate quickly. A single session can potentially have 15,000 to 20,000 individual data points. Getting that much information into a database is no easy task if you enter it in by hand into a spreadsheet.

Stakeholders need to see results from variety displays as soon as practical after the sessions. To assist NVDMC, we developed new software to quickly digitize their data. Our goal was to design a platform to output reports within one day of the variety display. One way to do this was with handheld computers. But these devices would be costly and difficult to use in a display session. On the other hand, most attendees were already comfortable with clipboards and paper forms. So, the best solution we worked out was a new bubble form technology using a software platform called, [Remark® Office OMR](#), by Gravic, Inc. (OMR stands for Optical Mark Recognition.) Remark Office OMR itself isn't new, but our solution is a new application of the technology in the citrus industry. In our situation, bubble forms are far more efficient and effective than a handheld app.

Remark Office OMR uses the best of today's scanning and database applications to provide a seamless workflow from data design to analysis. It provides form design, data capture and reporting solutions in an all-in-one software package. It's an extremely well thought out and stable computing application. The reports produced are polished, high-resolution and can contain statistical measures to summarize survey information. More on this below.

See **SURVEY DATA** pg. 10



SURVEY DATA con't from pg. 9

One of the first steps in creating NVDMC's survey system was to design their forms (Fig. 1). This step included strict attention to visual design, careful typeface and color selection, and simulation tests to ensure the form would hold up in the conditions in which it would be used. The form uses a Likert Scale for rating survey responses. A Likert Scale is a sum of responses to several Likert Items. This provides respondents a way to score their level of agreement or disagreement with various criteria. The NVDMC Likert Items include a range from 1 to 5. The numeral "1" equates to "strongly disagree" and "5" represents "strongly agree". User feedback from two pilot sessions in which the new forms were tested was positive.



The software converts completed, scanned survey forms to bitmaps, and the 1 to 5 ratings are detected from the scanned imagery. Those values are appended to the database until all records are entered. Next, the app generates a series of basic statistical reports (Fig. 2). Our application also captures freehand comments as bitmaps, and file links to those graphics are included in the database. Custom reports containing just the freehand comments can also be produced.

For statistical reasons, we assume the strength of the attendee's experience using the NVDMC Likert system is linear. For best interpretation, a sum or median may be most useful, but reports can provide means and other stats as well. There are advantages and disadvantages to using a Likert Scale, and time will allow us to hone in on the best way to capture and analyze these data. Advanced statistics can also be performed by exporting data, then importing into a preferred statistics application, such as Stata®.

This bubble form technology is not limited to variety display sessions. It can also be used to collect any kind of survey data, such as mail outs to growers. Scientists can even design data capture forms that are easy to use into the field. This helps prevent problems using handheld devices outdoors, such as dead batteries, overheating in the sun, etc. The good news, though, is that this new technology for the NVDMC gets important variety information to stakeholders quickly. This will lead to better variety selections going in the field to benefit growers.

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Use a dark pen, pencil or marker. Fill in bubble completely.

● CORRECT ○ INCORRECT

1 = Strongly Disagree 2 = Disagree 3=Neutral 4=Agree 5=Strongly Agree

Fruit ID	Does the fruit START peeling easily?					Does the fruit CONTINUE to peel easily?					Are segments well-structured?					Does the fruit peel and eat with little or no mess?				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
F1	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
F2	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○

Fig. 1. Cutaway view of bubble form survey used to collect attendee feedback at NVDMC variety display sessions. Information collected this way is scanned and automatically collated into a database, saving hours or days of data entry time.



CLAY SHOOT

SAVE THE DATE!

IRCL Members & friends,

Initial planning for the 2017 IRCL River Fun Shoot is now well underway. So save the date, **Friday, March 31, 2017** on your calendar for our Fun Shoot and Low Country Boil lunch.



The 2017 IRCL River Fun Shoot will be held at Florida's premier outdoor recreational venue - Quail Creek Plantation, located just north of Okeechobee and west of Ft. Pierce, again this year.



We are offering several levels of corporate sponsorships for this popular event. We encourage your company to respond quickly as we are already receiving responses. So hurry and take advantage of this great promotional opportunities associated with this event, let us know soon!

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Looking for a way to reach our readers? Why not try our newsletter that reaches our grower members, packinghouses, associate members and affiliated businesses that make up the Indian River citrus growing district. Our publication schedule is September through June and is distributed electronically. Also, the newsletter is posted on our website of www.ircitrusleague.org. If interested, please call the League office at 772/595-5026 or email at info@ircitrusleague.org for more details.

Ad Copy Specifications

Fonts

- Please embed all fonts.
- Do not use artificial font formating; all formatting (bold, italics, etc.) must be done using stylized fonts.

Logos

- When submitting logos, convert all fonts to outlines.
- Preferred format: vector eps

Color

- We print in 4-color CMYK process.
- All pantone colors must be converted to CMYK.
- Black type should be made with 100% black.

Resolution

- Resolution should be a minimum of 300 dpi at actual size.
- 72 dpi images pulled from websites are not acceptable.
- Line art should be scanned at a minimum of 600 dpi.

File Format

- PDF files and InDesign files are preferred (collected output to include layout, linked pictures, embedded pictures, color profiles, screen fonts and printer fonts).
- Other file formats accepted:
eps (Adobe Illustrator)
tif (Adobe Photoshop)
jpg (Adobe Photoshop)

Ad Size Specifications / Rates

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\$60/month
\$50/month w/ a monthly commitment through June

• 1/2 Page

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