

RIVER RAMBLINGS



The newsletter of the
Indian River Citrus League
DECEMBER 2016

CITRUS LEAGUE BANQUET AT CITRUS SHOW



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 25-26, 2017 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 bigger and better than last year. To pre-register for the 2017 Florida Show, go to www.citrusshow.com.

On the evening of **January 24, 2017** the Indian River Citrus League Banquet will be held at The Club at Pointe West, located at 7500 14th Lane, Vero Beach. The event will feature guest speaker, Anton Post, Ph.D., Executive Director, FAU Harbor Branch. **Cost is \$50 per person. Please confirm your reservation by January 18, 2017. Reception begins at 6 p.m. with dinner and evening's program beginning at 7 p.m. For more information or to register to attend the banquet, please contact the Indian River Citrus League at 772/595-5026 or email info@ircitrusleague.org. Seating is limited so make your reservations early!**

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

*Banquet Registration
Form on page 3*

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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
Our Business Is To Help You Grow

 **FARM CREDIT**



2017 Indian River Citrus League Banquet

Tuesday, January 24, 2017 | Cocktail Reception 6:00 p.m. | Dinner 7:00 p.m. The Club at Pointe West | 7500 14th Lane | Vero Beach, Florida

Number of persons attending _____

Contact person: _____ Phone: _____ Email: _____

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

\$50 Per Person. Payment Enclosed: \$ _____ (credit cards not accepted)



Please make checks payable to: Indian River Citrus League

Mail to: 2001 S. Rock Rd. | Ft. Pierce, FL 34945

Deadline for payments: January 18, 2017

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

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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The 2017 Florida Citrus Show

Featuring Advancements in HLB Management and More

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.

"We had a record attendance at the 2016 Florida Citrus Show," says Doug Bournique, Executive VP of the Indian River Citrus League. "Looking at the 2017 educational program and all the other activities we have planned, I believe we have the potential for another great event for growers and the citrus industry."

In addition to the educational opportunities, the two-day event, will feature a trade show comprised of suppliers showcasing the latest products, services, technologies, and equipment available to the industry.

Don't miss out on this premier event in Florida citrus. For more information and to pre-register, visit CitrusShow.com.

See the complete schedule of events on page 11.

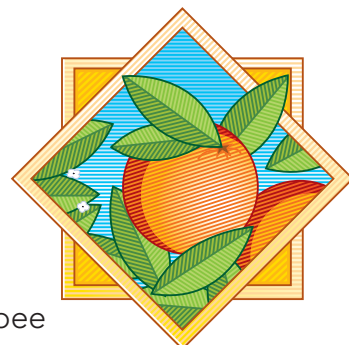


Upcoming Events

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



2017 Florida Citrus Hall of Fame Inductees

LAKELAND, Fla. (December 9, 2016) – The Selection Committee for The Florida Citrus Hall of Fame has announced three distinguished leaders will be inducted into the Hall during the 55th Citrus Celebration Luncheon on **Friday, March 10, 2017** at Florida Southern College in Lakeland.

James H. “Jim” Ellis, of Bartow, Fla., T. Ralph Robinson (deceased), and Michael W. Sparks, of Apollo Beach, Fla., will be honored at the luncheon, scheduled to take place at 11:30 a.m. in the Hollis Wellness Center.



Jim Ellis has led a distinguished career for decades in the Florida citrus industry as a grower, packer, industry representative and historian. He is currently in charge of the Citrus License & Bonds in the Division of Fruits & Vegetables for the Florida Department of Agriculture and Consumer Services. A graduate of Florida Southern College, he was president of the Citrus Club and received the Florida Citrus Mutual Award for Outstanding Achievement in the field of citrus studies. As owner and operator of Lake Garfield Packing, he introduced the first electronic sorter to the state of Florida, experimented with cutting and scoring grapefruit, applying a sweetener and shrink wrapping them to market as a breakfast item, along with different forms of automated fruit harvesting equipment. He served on numerous boards, including stints as president for the Polk County Farm Bureau, Florida Citrus Showcase and the Interior Seald-Sweet Shippers, Inc. His passion for the citrus industry and its history has led him to collect numerous artifacts, and he has one of the largest collections of Florida citrus crate labels in the world, which is the nucleus for the Florida Citrus Label Digital Collection at Florida Southern College. His collection has been used in three books on citrus labels, and in the newly developed Polk County Citrus Label Driving Tour, which is part of the county’s History & Heritage program. Dr. Calvin Arnold noted “Jim really gives to the industry from his heart, with no expectation of personal gain – his passion IS the citrus industry.”

T. Ralph Robinson (1876-1967) was a native of Syracuse, NY, but moved to Terra Ceia, Fla. in 1910. A graduate of Syracuse University, he went to work for the USDA in 1901 working in plant physiology investigations. He spent over 30 years working on the development of new citrus varieties, managing test plantings in 25 different sections of the state. He was primarily responsible for the commercial production of Orlando and Minneola tangelos, and the Robinson tangerine was named for him because of his expert work in citrus breeding. He was part of a team of scientists that included Hall of Fame member Walter Swingle who were among the earliest to experiment with cross-pollination in citrus to develop new varieties. He was a past president of the Florida State Horticultural Society and his biography is listed in “American Men of Science” and in “Who’s Who,” along with approximately 80 titles of papers he wrote on horticultural subjects.

Mike Sparks has dedicated his entire professional career to the Florida citrus industry, starting with the Florida Department of Citrus (FDOC) where he worked for 29 years in various capacities: as CFO, Director of Administration, Deputy Executive Director and Interim Executive Director. As

such, he worked under six different Executive Directors and 87 Citrus Commissioners during very tumultuous times, which resulted in restructuring within the FDOC. For the last ten years, he has been the Executive Vice President and CEO of Florida Citrus Mutual (FCM) in Lakeland, Fla., which is the largest citrus grower trade association in the world. Under his leadership, FCM has been able to secure unprecedented funding both on behalf of the Florida citrus industry and for national USDA programs such as CHRP, MAC and APHIS, as well as citrus and marketing programs. His efforts also led to significant long-term appropriations for pest and disease research, including \$125 million in mandatory Farm Bill funding directed primarily at citrus greening research, and trade victories on tariff protection, including anti-dumping actions, which resulted in almost \$16 million to FCM members. Dan Gunter, former Executive Director of the FDOC, noted: "Mike is energetic, intelligent and he has integrity. He's always served the industry and his work has had a positive impact on a number of challenging issues."

The induction luncheon ceremonies will take place on Friday, March 10, 2017 in the Hollis Wellness Center at Florida Southern College, Lakeland. Invitations will go out in January, and ticket information will be available on the web site, www.FloridaCitrusHallofFame.com, later this month. For more information, contact Brenda Eubanks Burnette at (561) 351-4314 or BBurne1003@aol.com.

The Florida Citrus Hall of Fame honors distinguished leaders who have made significant contributions to the Florida citrus industry. The Citrus Hall of Fame display and Archive Center is located within the McKay Archive Building at Florida Southern College in Lakeland. For more information on members of the Citrus Hall of Fame, visit the web site at www.FloridaCitrusHallofFame.com which includes access to biographies and photos on all members, noting their accomplishments and including various industry links.

Tickets to the luncheon, which is co-sponsored by Florida Citrus Mutual and The Florida Department of Citrus, are \$100 for Patron Seating or \$1,500 for a Sponsor Table, which includes preferred seating for 8, table signage and a listing in the program. The event will be followed by the Florida Citrus Processors' Association's OJ "Meet & Greet" with the inductees as they unveil their names on the Florida Citrus Hall of Fame Tree, located in the McKay Archives Center. An educational citrus exhibit will be featured during the month of March and tours of the Citrus Archives will be provided by the Florida Citrus Hall of Fame Fellowship students on the day of the event. Shuttles will provide transportation between the Hollis Wellness Center and the McKay Archives Center, where the main parking lot is located. A portion of the proceeds from all ticket sales will go to fund an Educational Outreach program to promote the history of the Florida citrus industry.

To purchase tickets, please call Florida Citrus Mutual at (863) 682-1111 or visit the Florida Citrus Hall of Fame website at www.FloridaCitrusHallofFame.com. For more information on sponsorship opportunities, please contact Brenda Eubanks Burnette at (561) 351-4314 or via email at BBurne1003@aol.com.



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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 [x] FILLED

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



2017 Florida Citrus Show Agenda

Join citrus growers from across the state as we come together to learn the latest from the top industry experts.



Wednesday, January 25, 2017

8:50 – 9:00 am

Welcome – Indian River Citrus League
Scott Lambeth, Chairman IRCL

9:00 – 9:20 am

Fresh Fruit Production and Food Safety
Dr. Mark Ritenour, UF-IFAS-IRREC

9:20 – 9:40 am

New Grapefruit Varieties
Dr. Jude Grosser, UF-IFAS-CREC

9:40 – 10:00 am

Grapefruit Production: Cost and Benefit Analysis
Dr. Ariel Singerman, UF-IFAS-CREC

10:00 – 11:00 am

Visit the Trade Show

11:00 – 11:25 am

Citrus Planting Incentives
USDA/FSA (Tree Assistance Program)
FDACS Grower Renovation Cost-Share Program

11:25 – 11:45 am

Breeding Citrus Scions at USDA
Dr. Ed Stover USDA-ARS

11:45 – 12:00 pm

Rapid Selection of Grapefruit Variants for HLB Resistance
Dr. Ping Duan, USDA-ARS

12:00 – 1:30 pm

Lunch – Visit the Trade Show

1:30 – 1:55 pm

HLB Management in Brazil- Observations and Lessons Learned from a Recent Citrus Grower Tour
Dr. Steve Futch, UF-IFAS Multi-County Citrus Agent

1:55 – 2:30 pm

Grower Panel on Managing New Varieties

2:00 – 3:30 pm

Visit the Trade Show

3:30 – 3:55 pm

Asian Citrus Psyllid Management
Dr. Jawwad Qureshi, UF-IFAS-IRREC

3:55 – 4:15 pm

Future Possibilities of ACP Control using Compounds Associated with Poncirus
Dr. David Hall USDA-ARS

4:15 – 4:35 pm

The Unfolding Story of Psyllid Ecology: Attractants, Arrestants & Stimulants
Dr. Steve LaPointe USDA-ARS

Thursday, January 26, 2017

8:00 – 8:30 am

Visit the Trade Show – Continental Breakfast

8:30 – 8:50 am

HLB and Nutrient Management
Dr. Alan Wright, UF-IFAS-IRREC

8:50 – 9:10 am

Root Health of HLB-Infected Citrus
Dr. Evan Johnson, UF-IFAS-CREC

9:10 – 9:30 am

Fruit Quality of Poncirus trifoliata X Citrus reticulata Hybrids
Dr. Anne Plotto, USDA-ARS

9:30 – 9:50 am

Progress on Optimization of Bactericides for HLB Management
Dr. Kent Morgan, Agrosource/USDA-ARS

9:50 – 10:55 am

Visit the Trade Show

10:55 – 11:20 am

Postbloom Fruit Drop Update
Dr. Natalia Peres, UF/IFAS-GCREC

11:20 – 11:40 am

Advances in New Molecule Discovery to Control HLB
Dr. Bob Shatters, USDA-ARS

11:40 am – 12:00 pm

Development of Advanced Intelligent Spray Technologies for Tree Fruit
Dr. Heping Zhu, USDA-ARS, Wooster, OH

12:00 – 1:30 pm

Lunch – Visit the Trade Show
Tailoring a Production Programs to Fit a Budget

1:30 – 2:25 pm

Interactive Grower and Researcher Clicker Survey on Managing Rising Production Costs While Mitigating HLB

2:25 – 3:20 pm

Discussion

3:20 – 3:30 pm

Summary and Concluding Remarks



associate members

AgAmerica Lending LLC	Indian River Select
Aglime Sales	JBT FoodTech
Agricultural Services International, Inc.	John L. Minton, CPA
AgroSource, Inc.	Kahn Citrus Management, LLC
Agxplore International, Inc.	LidoChem, Inc.
Bayer CropScience	Magna-Bonn II, LLC
Blacksmith BioScience	Marrone Bio Innovations
Brown & Brown Insurance	MetLife Agricultural Finance
Brown International Corp.	Orchid Island Juice Company, Inc.
Carden & Associates, Inc.	Palmdale Oil Company
Carter & Associates, Inc.	Plant Food Systems, Inc.
Chemical Containers, Inc.	Peace River Citrus Products, Inc.
Chemical Dynamics, Inc.	Prudential Agricultural Investments
The Crockett Insurance Group	Southeastern Aerial Crop Service
Diamond R. Fertilizer Co., Inc.	Stallings Crop Insurance Company
Ecostat, Inc.	Sundance Family Farms
Everglades Farm Equipment	Sunniland Aircraft
Farm Credit of Florida	Syngenta
Florida Coast Equipment, Inc.	Tropicana Products, Inc.
Florida Grower Magazine	Vero Beach Chrysler/Jeep/Dodge/Ram
Florida's Natural Growers	Wellmark International
Glades Crop Care, Inc.	Wells Fargo
GLOBALG.A.P. North America, Inc.	Winter, Bell Co.
Gowan USA	Yara North America, Inc.
Helena Chemical Company	



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.

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Advertising Opportunities

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 formatting; 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

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\$150/month w/ a monthly commitment through June

• Full Page

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