

RIVER RAMBLINGS



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DEC 2020

TREASURE COAST GROWN FUN SHOOT

Registration is underway for the 2021 Treasure Coast Grown Fun Shoot presented by the Indian River Citrus League in partnership with Indrio Brands. This one-day event being held on January 23, 2021 will spot light the importance of local agriculture locally grown here on the Treasure Coast region.

The fun shoot will take place at Vero Beach Clay Shooting Sports located at 5925 82nd Avenue in Vero Beach. The event starts at 8:30 a.m. for check in with shot-gun start at 9:30 a.m.

Please see the flyer in this issue for additional information and sponsorship opportunities. **It's not too late to sign up your company for a sponsorship or just put a team together to shoot.**

Come out for a great day of networking and fellowship!

Thank you to the following sponsors:



Treasure Coast Grown Fun Shoot

January 23, 2021

Vero Beach Clay Shooting Sports

5925 82nd Ave. Vero Beach, FL



Presented by the
Indian River Citrus League

8:30 a.m. Check In 9:30 a.m. Start

Games, Lunch and live entertainment begins at 12 noon

Eye & ear protection available or bring your own - Ammo available for purchase or bring your own -Guns available for rent - NO reloaded ammo allowed

Sponsorship Opportunities

Title Sponsor: 1 Available \$5,000

Includes 2 teams with golf carts, shooter gift bags, lunch and Happy Hour Listed as tournament sponsor with company logo on all event signage and banners and promotional materials, listed at tournament sponsor on all social media, website with a link to your business, recognition at the event; encouraged to set up a tent in the front area and display company banners and pass out company information at the event

Orange Station Sponsor: 14 available \$2,000

Includes 1 team with golf cart, shooter gift bags, lunch and Happy Hour Listed as Orange Station sponsor with company logo on all event signage and banners and promotional materials, listed at Orange Station sponsor on all social media, website with a link to your business, recognition at the event; encouraged to set up a tent at the sponsored station and display company banners and pass out company information at the event

Honeybell Sponsor \$1,500

Includes 1 team with golf cart, shooter gift bags, lunch and Happy Hour; Listed as Honeybell Sponsor with company logo on Sponsor Boards and promotional materials, listed as Honeybell sponsor on all social media, website with a link to your business, recognition at the event

Cattle Sponsor \$1,000

Includes 1 team with golf cart, shooter bags, lunch and Happy Hour Listed as Cattle sponsor with company logo on Sponsor boards and promotional materials, listed as Cattle sponsor on all social media, website with a link to your business

4 Person Shooting Team \$800

Includes 1 team with golf cart, shooter bags, lunch and Happy Hour

Individual Shooter \$250

Includes 1 shooter with golf cart, shooter bag, lunch and Happy Hour

Happy Hour Sponsor \$2000

Cart Sponsor \$800 **SOLD**

Lunch Sponsor \$1500 **Sold**

Shot Gun Sponsor \$1500 **SOLD**

Beverage Sponsor \$800 **Sold**

*** Also accepting gifts for Silent Auction Items, Prize and Goody Bag donations ***

CONSUMER DEMAND FOR GRAPEFRUIT JUICE AT RETAIL REMAINS STRONG BUT FACES DISTRIBUTION LIMITATIONS

Marisa L. Zansler, PhD
Florida Department of Citrus



Across this great industry, much has been said about the significant increase in consumer demand for orange juice at retail due to “pandemic shopping” during the COVID-19 outbreak. COVID-19 created significant market shocks that led to positive shifts in demand. The rise in demand placed retail orange juice sales volumes back to pre-2017 levels and has lessened surplus Not-From-Concentrate (NFC) OJ inventories. The same can be said about the significant increases in sales volumes of other citrus products. Nearly 10 months after the outbreak of COVID-19, sales of citrus products in the United States remain solid as we move into the holidays and cold and flu season.

Notably, within the retail fruit juice category, grapefruit juice sales (by volume) are currently at pre-2018 levels. The additional volume gains have reached nearly 330,000 equivalent gallons since early March 2020¹ when compared to the same March to November period in 2019, a gain equaling roughly 60,000 Florida-grower grapefruit boxes. The boost has been realized mostly in the NFC grapefruit juice category. The majority of Florida-sourced grapefruit juice is sold as NFC at retail with 83 percent of Florida processed grapefruit boxes utilized into single-strength grapefruit juice. The impact on Florida processor inventories has been positive.

Movement of single-strength grapefruit juice, in terms of pounds solids, is currently up by 24 percent in the early part of the 2020-21 season. Surplus single-strength grapefruit juice inventories in Florida are stabilizing, holding about 37 weeks supply. Much like orange juice, it is reasonable to assume that retail volume sales of grapefruit juice can be linked to an increase in consumer traffic to traditional grocery channels and consumer awareness of grapefruit juice as a health and wellness beverage.

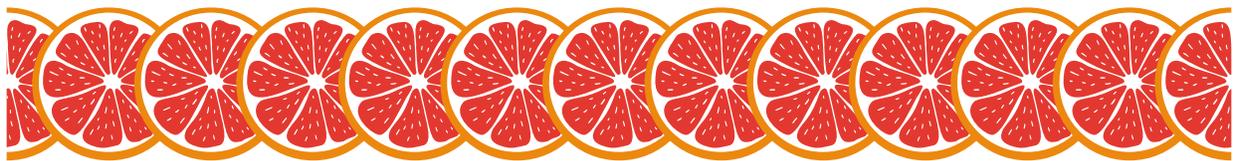
See **GRAPEFRUIT**, page 4

GRAPEFRUIT, continued from page 3

However, challenges persist for processed grapefruit juice that include Florida-sourced grapefruit. Any additional boost in sales at retail may have been tempered by the decline in distribution occurring over the last decade. Unfortunately, the average number of items per store, measured in terms of UPC codes, had been on the decline each year. According to the FDOC Nielsen custom database, the average number of NFC GJ items are down 16 percent compared to last season. This limits the ability of processors to supply the retail market, where sales are currently up compared to last year. In the frozen-concentrated grapefruit juice category, Florida inventories are at an all-time high. In terms of weekly juice movement projections, inventories are at 8.26 million gallons, representing a whopping 131-weeks supply of juice. Other domestic inventories are up as well, with significant declines in foodservice movement.

In summary, the demand for Florida Citrus products remains strong due to consumer awareness of the nutritional content. Further, University of Florida research indicates that Florida continues to be well recognized as the premier producer of orange juice and grapefruit juice. The Florida grower should be encouraged by these indicators as we seek to maintain consumer awareness of the benefits of Florida Citrus and as growers work diligently to increase production with new plantings.

1. Source: Florida Department of Citrus Custom Nielsen OJ/GJ Database, data March through November 2020.



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FLORIDA CITRUS HALL OF FAME INDUCTEES

The Selection Committee for The Florida Citrus Hall of Fame has announced four distinguished leaders who will be inducted into the Hall during the 58th Citrus Celebration Luncheon tentatively scheduled for Friday, November 5, 2021 at Florida Southern College in Lakeland.

John L. Jackson, of Sorrento, Fla., **Lew J. Prosser** (deceased), formerly of Plant City, Fla., **Adam H. Putnam**, of Memphis, Tenn. and **Steven D. “Steve” Sorrells**, of Arcadia, Fla. will be honored at the luncheon, which has been moved to the fall of 2021 due to the pandemic.

John Jackson was inducted to the Florida Agricultural Hall of Fame last year and has led a distinguished career as a County Extension Agent IV (Professor) for almost 40 years before heading up the Florida Citrus Industry Research Coordinating Council, which was responsible for determining citrus industry research priorities and projects. During his citrus career, he was responsible for such innovations as Florida’s Automated Weather Network (FAWN) and Water Conserv II, encouraging citrus producers to use reclaimed water for irrigation. He established the Mid-Florida Citrus Foundation (MFCF) as the research arm of the effort and served as the MFCF manager for more than 20 years.

Jackson is the only extension agent in Florida ever to have been recognized twice with the United States Department of Agriculture’s distinguished Award of Superior Service: one for his work with reclaimed water, the other for his work with FAWN. Some of Jackson’s other noteworthy accomplishments include the establishment of an annual equipment operator’s school, now known as Farm Safety Day; the Central Florida 4-H Citrus Project, which over a 20-year period engaged more than 2,000 middle and high school students in agriculture; and grower meetings for citrus producers. He was a member of the Florida Citrus Hall of Fame for over 40 years, serving as Chairman from 2006 – 2019, leading the organization from certain bankruptcy to a partnership with Florida Southern College that now has an endowment of over \$300,000 to help preserve and promote the heritage of the Florida citrus industry through an engaged learning program with fellowship students.

Lew Prosser (1899- 1996) began his career in the citrus industry in 1921, working for R.W. Burch, Inc., eventually assuming ownership in 1928. Two years later, he had become the third largest independent citrus shipper in Florida. He created the first farm production credit association in the Plant City area, sponsored by a forerunner to the Federal Production Credit Association, organized the first and only citrus canning plant in the area, Citrus Products Co., and created the Florida Mixed Car Company, which specialized in marketing mixed carlot shipments of citrus and produce on one rail car. He underwrote a three-year long case against the ICC in the mid-1930s that resulted in significant relief for produce growers and shippers by requiring express companies to provide full refrigerated car service for produce at reduced rates. The landmark ruling resulted in increased shipments of produce from Plant City, eventually paving the way for the state’s largest farmers market.

He traveled extensively with Dr. A.F. Camp to research citrus production practices in other countries, which resulted in the development of two patents that became widely used throughout the state: the use of the trisodium phosphate bath, which retarded decay and eliminated the need for individually wrapping each piece of fruit and a color-added process to improve fruit appearance. Known as Plant City’s “Quiet Entrepreneur,” Prosser was the author of *Early History of the Produce Industry in Plant City* and passed away in 1996 at the age of 97.



INDUCTEES, continued from page 7

Adam Putnam is a fifth-generation Floridian and third-generation farmer whose public service career began with serving in the Florida House of Representatives from 1996 to 2000, followed with his election to the United States House of Representatives for five terms. He served as the Florida Commissioner of Agriculture during the past two decades and there has been no other Floridian who has done more on multiple levels to assist and protect the Florida citrus industry.

During his tenure, he assisted and coordinated virtually every political aspect of the Florida citrus industry's needs to preserve and protect the industry – helping to obtain much needed funding to combat a variety of problems over the years such as canker, hurricanes and citrus greening. He has provided leadership on Food Safety laws, water issues, government transparency, the preservation of the Florida Everglades, and created the “Fresh from Florida” campaign to raise awareness and access to fresh fruits and vegetables from Florida. His efforts in maintaining international market access for Florida citrus trade during his tenure helped keep export markets viable and his leadership in recovery efforts after the hurricanes in 2004 helped farmers get back on their feet.

Well-known throughout the landscape of agriculture, Putnam's contribution to the Florida citrus industry and the face of agriculture is far-reaching and still reflective in the state's programs today. Currently the CEO of Ducks Unlimited, headquartered in Memphis, Tenn., Putnam owns Putnam Groves Inc., a family-owned and operated citrus farm and cattle ranch located in Central Florida.

Steve Sorrells has been a giant in the Florida citrus industry for over 47 years, growing a family business from 400 acres in 1972 to its current production of 5,500 acres. One of his biggest contributions to the industry was being the first grower to utilize the U.S. Department of Labor's H-2A visa program to obtain labor to harvest citrus more than 20 years ago, helping promote the program to other growers and making it a common practice that has modernized the industry's labor force and state regulations. Sorrells has been a tireless advocate on improving the program for the benefit of growers and labor alike. He has served on numerous industry boards and organizations and is the only two-time president of Florida Citrus Mutual, where he led the industry through the tariff and anti-dumping battles with Brazil.

Sorrells chaired the Citrus Tariff Oversight Committee, which directed the industry strategy on how to preserve the tariff on imported OJ while also making sure that exporters were playing by the rules. The period was a huge transition era for the industry and his leadership was a key component to its success. An innovator in production, Sorrells served as chairman of the original Florida Citrus Production Research Advisory Council (FCPRAC) and has embraced new technology and practices in rehabilitating groves that could soon become industry standards. A 20-year member of the board for Orange Growers Marketing Association (OGMA), he has helped maintain their position as Florida's Natural Growers' largest fruit supplier and is one of the most highly respected advocates of the industry today.

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 Archives Center is located within the Sarah D. and L. Kirk McKay, Jr. Archives Center 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, as well as numerous Oral History Videos with longtime industry members or contact Brenda Eubanks Burnette at (561) 351-4314 or via email at Brenda@BurnetteandAssociates.com.



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BRIGHTLINE SUMMARY UPDATE

Status as of December 2020

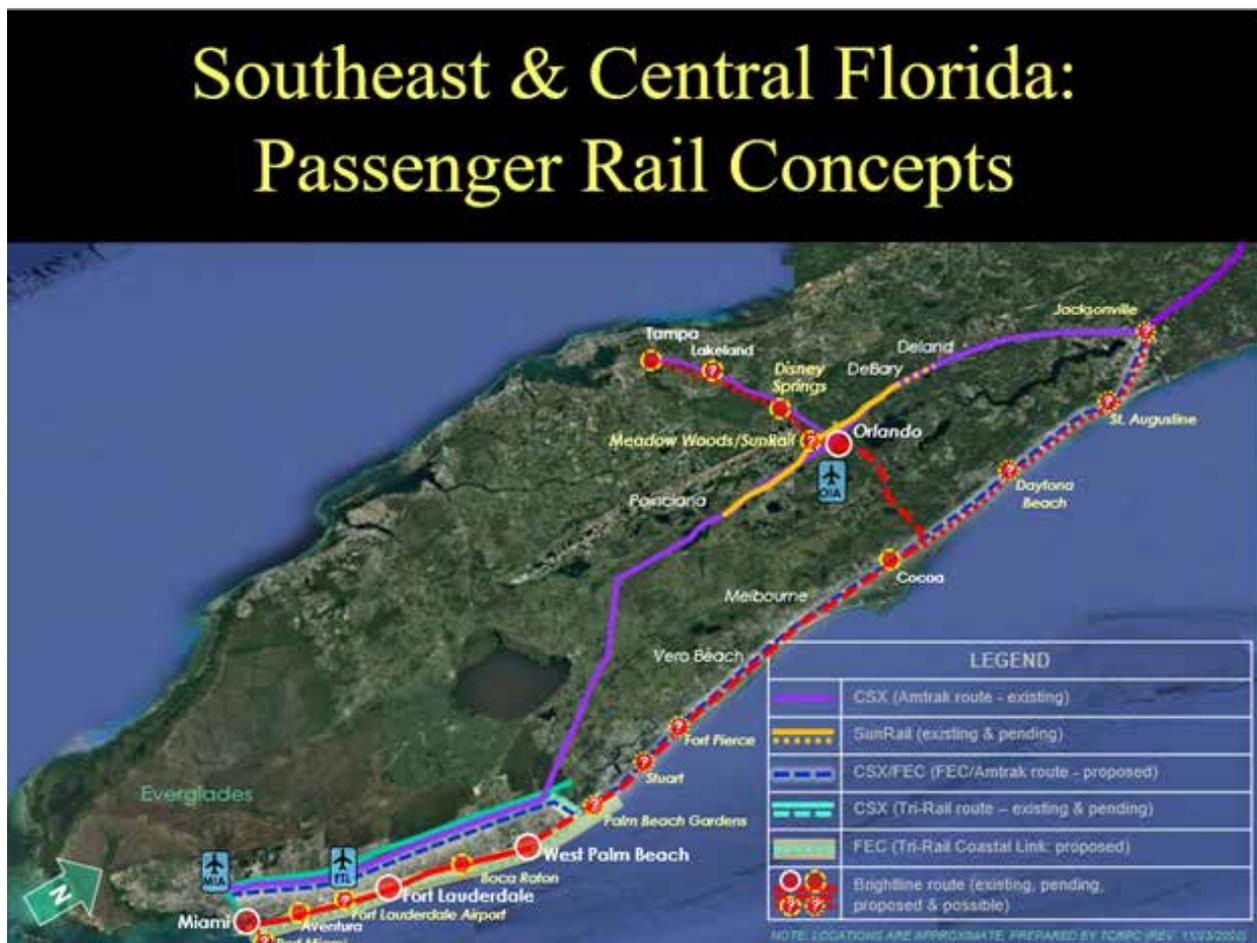
Prepared by Treasure Coast Regional Planning Council

Brightline began operating its passenger rail service in January 2018 in its Phase 1 segment (West Palm Beach to Miami). Initially the service operated between West Palm Beach and Fort Lauderdale, and it was expanded to include service to its Miami station in May 2018. Prior to the COVID-19 pandemic, Brightline was operating 34 trains daily between 5:00 a.m. and 10:45 p.m., with generally hourly service with additional trains on the half-hour during the afternoon rush hour. Due to the COVID-19 pandemic, Brightline suspended service in March 2020, and service is expected to resume in 2021.

In June 2019, Brightline began construction of its Phase 2 segment, between West Palm Beach and Orlando International Airport (OIA), and completion is anticipated in late 2021. Service from Miami to OIA is anticipated to begin in 2022. Subsequently, construction of the next phase of Brightline service, from Orlando to Tampa, is expected to begin in 2022, with service beginning in 2025.

In addition to the 4 “primary stations,” Brightline has identified several new station locations, including Aventura, Boca Raton, and Disney Springs. Three additional stations are pending in the Treasure Coast (Stuart and/or Fort Pierce), Cocoa, and Tampa. Filling in the gaps between these stations, there are a series of additional station locations desired by local governments on the FEC rail corridor north to Jacksonville as well as the Interstate-4 corridor west to Tampa. The “Central and South Florida: Passenger Rail Concepts” map, assembled by the Treasure Coast Regional Planning Council, identifies the various existing and potential Brightline station locations. The map also identifies the service corridors for Amtrak, SunRail, and TriRail, which are regional commuter rail services, and potential interconnections for these services with Brightline.

For more information, please contact Kim DeLaney, Ph.D., Director of Strategic Development and Policy, Treasure Coast Regional Planning Council, kdelaney@tcrpc.org.



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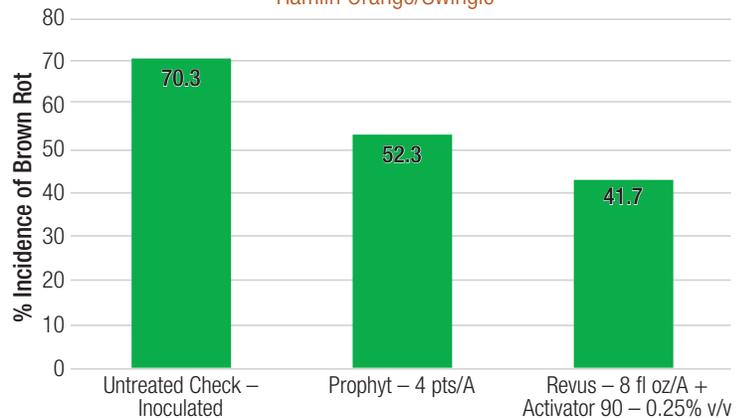
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Dr. Evan Johnson – University of Florida – Citrus Research & Education Center – Fall 2019
¹ Days after Treatment

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