

# RIVER RAMBLINGS



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JAN  
2023

## STILL TIME TO REGISTER



There is still time to register and join in on a fun-filled event on **January 28, 2023** at Vero Beach Clays and Shooting Sports located at 5925 82<sup>nd</sup> Avenue in Vero Beach.

Come out and enjoy a relaxing time and a great lunch catered by **Countryside Citrus** and sponsored by **Florida Coast Equipment**.

This one-day event being held on January 28, 2023, brings attention to agriculture that is locally grown in the Treasure Coast Region.

The event will be held once again at **Vero Beach Clay Shooting Sports**. The venue is situated among beautiful hammocks of palms and oaks in Vero Beach, making it an enjoyable backdrop for our event and is located at 5925 82<sup>nd</sup> Avenue in Vero Beach. Coffee bar, sponsored by **Central Life Science**, opens at 8 a.m., check in is at 8:30 a.m. and shot gun start at 9:30 a.m.

There will be a raffle for a *Stoeger m3000 12 gauge with a 26" barrel* shot gun that is generously sponsored by **Everglades Farm Equipment**. Along with this opportunity, there will also be other great items for our Chinese Raffle along with **two green bird 50/50 cash pots**. We will also have merch available to purchase, such as the iconic Indian River Grapefruit License Plate and TCG Trucker Hat.

This is a great opportunity for your company to receive exposure and be part of the fun and networking. Please see the registration flyer in this issue that provides different sponsorship levels to include a shooting team and individual shooter levels....there is room for everyone who wants to come out for a fun day. **We are also looking for raffle items as well, which is a great way to get your company name out there.**

See **SHOOT**, page 2

**SHOOT, con't from 1**

**Grateful appreciation to the following sponsors:**



**CO-TITLE SPONSORS**



**FL Department of Citrus – Grapefruit Station Sponsor**  
**Everglades Farm Equipment – Shot Gun Sponsor**  
**Florida Coast Equipment – Lunch Sponsor – Presented by Countryside Citrus**  
**MBV Engineering – Orange Sponsor**  
**Southern Citrus Nurseries/Tree Defender – Orange Sponsor**  
**Central Life Sciences – Coffee Bar Sponsor**  
**Farm Credit, Indian River Exchange Packers – Cattle Sponsors**  
**Peace River Citrus Products, Southern Eagle Distributing – Cattle Sponsors**  
**Hoskins, Turco, Lloyd & Lloyd, and Total Golf Cart – Cattle Sponsors**  
**Carden & Associates – Cart Sponsor**  
**Natalie's Orchid Island Juice Co. – Beverage Cart Sponsor**  
**Wedgworth's Inc. – Table Sponsor**

There's still room to add your company!

The funds raised at this tournament will be channeled towards issues faced by growers in our region today, so your sponsorship plays a huge part in the success of the League's efforts for protecting the industry. Since 1931, the Indian River Citrus League has served to enhance and protect the iconic citrus industry here in the Indian River growing district and desires to continue in that role as this industry rebuilds. Also, the League has been the driving force behind the creation of the 180,000-acre Upper St. Johns Basin, Indian River Lagoon Council and Water Farming to help the region with its important water issues.

## **POSTPONED:**

### **VIP DINNER: "NOSTALGIA ON THE INDIAN RIVER"**

*The VIP Dinner, originally scheduled for the evening of January 27, 2023 has been postponed due circumstance beyond our control. Once a new date has been determined, we will make that available.*



# GET AHEAD OF FIRE ANTS

## TREAT NOW WITH EXTINGUISH® ANT BAIT

### Extinguish® Professional Fire Ant Bait

- An insect growth regulator (IGR) that affects ant reproduction
- Sterilizes the queen(s)/destroys the colony
- Can be used everywhere fire ants colonize
- Economical usage rates of 1-1.5 lbs. per acre

### Extinguish® Plus Fire Ant Bait

- Combination insect growth regulator and adulticide
- Sterilizes the queen(s)/kills worker ants
- Approved for non-bearing citrus trees
- Economical usage rate of 1.5 lbs. per acre



Learn more about Extinguish® fire ant baits at [CentralAntControl.com](http://CentralAntControl.com) or call 800.347.8272.

# UPDATE: VERO HERITAGE CITRUS LABEL TOUR

*Brenda Eubanks Burnette, Florida Citrus Hall of Fame*



In the summer of 2022, thanks to a grant from the Indian River County Tourist Development Council, Vero Heritage started the Vero Heritage Citrus Label Tour as part of the Florida Citrus Label Tour. This tour of art in public places explores the historic marketing portion of citrus through artistic labels that once adorned wooden shipping crates sending fruit to northern markets. The program began in Polk County as part of an outreach effort by the Florida Citrus Hall of Fame, Visit Central Florida and The Polk County History and Heritage Trail to stimulate interest in the history of the Florida citrus industry throughout the area and has grown to include Manatee, Lake and Indian River counties.

The first signs installed in Indian River County were three signs in Historic Downtown Vero Beach - one featuring Moonsmile and The Heart of Indian River in front of the Historic Depot, and one featuring label images from Deerfield Groves – Orchid, Orkideer and Deer-One – in front of the Indian River Chamber of Commerce. The third sign, featuring

various images of the iconic FLO labels, was funded by George Hamner and Indian River Exchange Packers and is located just outside the Indian River Citrus Museum and Heritage Center.

Three more signs have now been installed on Indian River County-owned lands: the Hallstrom Farmstead, featuring labels from Vero Indian River Producers Assn., and both the Jones Pier Conservation Area and the Captain Forster Hammock Preserve showcasing Jack Napier Strong labels. All of the signs include a brief history of the labels, companies and families who were behind them.

Brenda Eubanks Burnette, Executive Director of the Florida Citrus Hall of Fame, noted “This is a great addition to the Citrus Label Tour, and we are excited to continue the expansion as more citrus families and other organizations learn about the program and want to become involved. It’s an excellent way to preserve our citrus heritage while adding an iconic and interesting piece of art to public places in the area.” Burnette has recently relocated to Vero Beach and has been involved in the program along with Heather Stapleton, former Executive Director of Vero Heritage, and George Hamner, a local citrus grower and member of the Florida Citrus Hall of Fame. “Without George Hamner’s involvement, this program would have never gotten off the ground, as he funded the first sign and introduced me to Heather, who has done a phenomenal job in promoting this unique concept.”

If you are interested in sponsoring a sign as part of the Indian River Citrus Label Tour, the average cost is \$2,500 for two-sided signs, which includes the artwork, set-up, design and installation of the sign, which can be placed at your place of business or on city or county owned properties dependent on obtaining necessary approvals. Once the tour encompasses enough installations, a map will be designed for distribution to the general public to create an educational driving tour to all sites.

Vero Heritage Inc. is a non-profit organization dedicated to Preserving, Educating and Celebrating Vero Heritage and operates the Vero Heritage Center and Indian River Citrus Museum. The building is a registered national landmark facility that was built in 1935. Visit [www.VeroHeritage.org](http://www.VeroHeritage.org) for more info.

**See LABEL TOUR, page 5**

## ***LABEL TOUR, con't from 4***

The mission of the Florida Citrus Hall of Fame is to recognize those distinguished leaders that have made significant contributions to the industry and to preserve and share the rich heritage of Florida citrus. To this end we are deeply involved with and committed to an outreach program that tells the history of the Florida citrus industry and the people that have done so much to make the industry a dynamic force in Florida. Visit [www.FloridaCitrusHallofFame.com](http://www.FloridaCitrusHallofFame.com) to learn more about the Florida Citrus Label Tour, view our citrus label, photo and postcard collections, watch oral history videos and read biographies on over 200 members in the Florida Citrus Hall of Fame. If you have family history that you would like to share, including having us video tape oral histories, please contact Brenda! *For more information, contact Brenda Eubanks Burnette – [Brenda@BurnetteandAssociates.com](mailto:Brenda@BurnetteandAssociates.com); or call (561) 351-4314.*



## **BOARD OF DIRECTORS**

### **Al Brown**

Indrio Brands

### **Emmett Evans**

Evans Properties, Inc.

### **Tom Hammond**

Hammond Groves

### **George Hamner, Jr.**

Indian River

Exchange Packers

### **Tom Jerkins**

Premier Citrus

### **Kevin Koppelman**

Heller Bros. Packing Corp.

### **Greg Nelson**

Egan Fruit Packing

### **Timothee Sallin**

IMG Citrus

### **Brand Schirard**

Schirard Family, LLC

### **Pat Schirard**

Citrus Extracts

### **Daniel Scott**

Scott Citrus Management

### **Bobby Sexton**

Natalie's Orchid Island Juice Co.



## **ALTERNATES**

### **Alex Brown**

Indrio Brands

### **Rusty Banack**

Banack Family Ltd.

### **Ron Edwards**

Evans Properties

### **Cody Estes**

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### **Doug Feek**

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### **Jimmy Martin**

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### **Tom Mitchell**

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### **Melanie Ressler**

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### **Marygrace Sexton**

Natalie's Orchid Island Juice Co.





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**FLEX**

**Control the game board.**

*Control the  
outcome.*

Help reduce the severity of melanose and greasy spot with Luna<sup>®</sup> Flex fungicide, delivering an extended performance over the recommended spray interval.

**Learn more at [LunaFlex.com](http://LunaFlex.com).**

Performance may vary, from location to location and from year to year, as local growing, soil, and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible and should consider the impacts of these conditions on their fields. Not all products are registered for use in all states and may be subject to use restrictions. The distribution, sale, or use of an unregistered pesticide is a violation of federal and/or state law and is strictly prohibited. Check with your local dealer or representative for the product registration status in your state. Bayer, Bayer Cross, and Luna<sup>®</sup> Flex are registered trademarks of Bayer Group. For additional product information, call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at [www.BayerCropScience.us](http://www.BayerCropScience.us). Bayer CropScience LP, 800 North Lindbergh Boulevard, St. Louis, MO 63167. ©2022 Bayer Group. All rights reserved.

# EXHIBIT AT THE FLORIDA CITRUS SHOW

Get Ready to Tailgate!

What: The Florida Citrus Show is introducing a new look, location and format.

The 2023 trade show design is a tailgate gathering. Exhibitors are encouraged to bring tailgate-style food items to share with growers and industry attendees. The trade show, which will take place in the parking lot between the USDA and UF/IFAS buildings, will open to growers for breakfast before and during the general session. Then, from 11:00 a.m. until 2:00 p.m., the trade show becomes a tailgate party where growers can enjoy culinary sampling while networking with exhibitors and other attendees.

Each exhibit includes a parking space, a 6-foot table and two chairs. Pop-up tents are available for rent.

Who: The Florida Citrus Show targets citrus growers on Florida's Treasure Coast and surrounding areas. This year, AgNet Media is expanding the show to include the region's vegetable and specialty crop growers, along with new educational sessions geared toward those growers.

Why: The Florida Citrus Show brings together growers of some of the state's highest-value crops. The show will offer a fun and exciting platform for industry networking and interaction.

When: April 13, 2023

Breakfast: 8:00-9:00 a.m.

General session: 9:00-11:00 a.m.

Tailgate party: 11:00 a.m.-2:00 p.m.

Educational sessions: 2:00-4:00 p.m.

Where: Fort Pierce, Florida at the UF/IFAS Indian River Research and Education Center (2199 South Rock Road) and the USDA Agricultural Research Service U.S. Horticultural Research Laboratory (2001 South Rock Road)



# 100%

Natural. Premium.

Our Founded over 25 years ago, Indian River Select is a minority-owned, family-built company with Venezuelan roots.

Our family has four generations of experience with citrus juice production, and we're truly passionate about what we do. We know that delicious, high-quality juices must be properly produced and packaged to maintain their flavor. That's why we created Frescho LLC, our state-of-the-art processing and packaging facility that uses the latest technology to preserve the flavor of our not from concentrate juices.

We love supporting our local Florida citrus community. Whether you need a professional facility to help process and package your juice or a donation for an upcoming community charity event, you can count on Indian River Select.





# Treasure Coast Grown **FUN SHOOT**



Presented by the Indian River Citrus League

100-Target Fun Shoot ■ January 28, 2023 ■ Check in - 8:30 a.m. ■ Shotgun Start - 9:30 a.m.

Vero Beach Clay Shooting Sports ■ 5925 82<sup>nd</sup> Avenue, Vero Beach

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: \$5,000 [ ]

Includes 2, four-person teams with cart, shooter gift bags, lunch, and raffle ticket per shooter. Listed as Title sponsor with company logo on all event signage, banners, and promotional materials to include social media. One company banner hung in the awards area (sponsor provides banner) and recognition at the event.

Grapefruit Station Sponsor: \$2,000 [ ] (14 Available)

Includes 1, four-person team with cart, shooter gift bags, lunch, and raffle ticket per shooter. Listed as grapefruit sponsor with company logo on all event signage, banners, and promotional materials to include social media. One company banner hung in the awards area (sponsor provides banner) and recognition at the event.

Orange Sponsor: \$1,500 [ ] (Unlimited)

Includes 1, four-person team with cart, shooter gift bags, lunch, and raffle ticket per shooter. Listed as Orange sponsor with company logo on all event signage, banners, and promotional materials to include social media. Recognition at the event.

**Shot Gun Sponsor: \$1,500 [X] (FILLED) Everglades Farm Equipment**

Includes 1, four-person team with cart, lunch and raffle ticket per shooter. Company name/logo on event flyer, registration form, news release, sponsor banner and one station sign. One company banner hung in the awards area, (sponsor provides banner).

**Lunch Sponsor: \$1,500 [X] (FILLED) Florida Coast Equipment**

Includes 1, four-person team with golf cart, shooter gift bags, lunch, and raffle ticket per shooter. Company name/logo on event flyer, registration form, news release, sponsor banner and one station sign. One company banner hung in the awards presentation area (sponsor provides banner).

**Coffee Bar Sponsor: \$1,000 [X] (FILLED) Central Life Sciences**

Includes 1, four-person team with cart, lunch and raffle ticket per shooter. Company name/logo on event flyer, registration form, news release, sponsor banner and one station sign. One company banner hung in the awards area, (sponsor provides banner).

**Table Sponsor: \$1,000 [X] (FILLED) Wedgworth's, Inc.**

Includes 1, four-person team with cart, lunch and raffle ticket per shooter. Company name/logo on event flyer, registration form, news release, sponsor banner and one station sign. One company banner hung in the awards area, (sponsor provides banner).

Cattle Sponsor: \$1,000 [ ] (Unlimited)

Includes 1, four-person team with golf cart, shooter gift bags, lunch, and raffle ticket per shooter. Listed as Cattle sponsor with company logo on Sponsor Boards and promotional materials to include social media. Recognition at the event.

**Cart Sponsor: \$750 [X] (FILLED) Carden & Associates**

Includes four shooters, one four-person cart, lunch for four and raffle tickets for four.

**Beverage Cart Sponsor: \$500 [X] (FILLED) Natalie's Orchid Island Juice Company**

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

4-Person Shooting Team: \$800 [ ]

Includes four shooters, one four-person cart, lunch for four and raffle tickets for four.

Individual Shooter \$175 [ ] Includes 100-target shooting round and lunch

\* Also accepting items for Raffle Prizes and Shooter Bags \*

For more information contact Karen

[karen@ircitrusleague.org](mailto:karen@ircitrusleague.org) or 772-595-5026

**Why Sponsor:** Since 1931, the Indian River Citrus League has served to enhance and protect the iconic citrus industry here in the Indian River growing district and desires to continue in that role as this industry rebuilds. Also, the League has been the driving force behind the creation of the 180,000-acre Upper St. Johns Basin, Indian River Lagoon Council and Water Farming to help the region with its important water issues.

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 [karen@ircitrusleague.org](mailto:karen@ircitrusleague.org) form and we can invoice you.

Amount Due: \$ \_\_\_\_\_ Payment:  Check Enclosed  Send Invoice or

Email link to pay with credit card (processing fees are applied)

For more information, contact the League at 772/595-5026 or email at [karen@ircitrusleague.org](mailto:karen@ircitrusleague.org)

Shooter #1 \_\_\_\_\_ male/female \_\_\_\_\_ Under 16 \_\_\_\_\_

Shooter #2 \_\_\_\_\_ male/female \_\_\_\_\_ Under 16 \_\_\_\_\_

Shooter #3 \_\_\_\_\_ male/female \_\_\_\_\_ Under 16 \_\_\_\_\_

Shooter #4 \_\_\_\_\_ male/female \_\_\_\_\_ Under 16 \_\_\_\_\_



Thank you for your support!

# FIGHT BACK AGAINST FRUIT DROP

*KPHITE Rx supports healthy root growth  
and combats HLB Citrus Greening*

## **KPHITE<sup>®</sup> Rx**



**KPHITE Rx** is specially formulated for the citrus industry to improve tree root health and control HLB Citrus Greening. The unique formulation works systemically, delivering KPHITE Rx's proven benefits from the roots up throughout the tree.



Fully EPA registered for control of HLB Citrus Greening and backed by field research, it is proven to help reduce fruit drop, increase yield and improve disease control.

### Apply KPHITE Rx "On the Ground" for Root Growth, Root Health and Phytophthora Disease Control

1-2 GPA for March, June and September applications.

Applications can be made with any standard irrigation system or with a boom application.

### Phytophthora Citrus Soil Assay

Three year grove report shows excellent disease control and strong root mass.

| Grove sample  | Propagules/cm3 soil        |                           | Root Mass (g) |
|---------------|----------------------------|---------------------------|---------------|
|               | Total <i>P. nicotianae</i> | Total <i>P. palmivora</i> |               |
| Replication 1 | 0                          | 0                         | 0.32          |
| Replication 2 | 0                          | 0                         | 0.57          |
| Replication 3 | 0                          | 0                         | 0.36          |
| Replication 4 | 1                          | 0                         | 0.97          |

The treatment schedule was 3 applications per year at 2 gal/acre for 3 years.

# ASSOCIATE MEMBERSHIP OPPORTUNITY

As an associate member, you have access to most of the League's benefits and services. Associate members gain the opportunity to network their products, services, and information with our full membership. All associate members will receive:

- Invitation to association meetings
- Subscription to our newsletter
- Access to sponsorship opportunities, which enable your business to market its services directly to our grower and other associate members (newsletter, luncheons, The Florida Citrus Show, and our annual Treasure Coast Grown fun shoot to just name a few)
- Listing on our website ([www.ircitrusleague.org](http://www.ircitrusleague.org)) and newsletter

The Indian River Citrus League, headquartered in Ft. Pierce, was established in 1931 to protect the Indian River Citrus name and growing region that stretches from Volusia to Palm Beach Counties.

The League's responsibilities have expanded from the original purpose of "protecting and enhancing the Indian River name" to include a responsibility of voicing members' opinions at all industry meetings; to all governmental agencies as well as the Florida Legislature and Congress in Washington.

If you feel that a membership would be appropriate for your company, simply complete the attached application and return it along with your dues. Please don't hesitate to call, if you have any questions. Annual membership is \$300.

Contact:

2001 S. Rock Road  
Ft. Pierce, FL 34945  
772/595-5026



## UPCOMING EVENTS

### January 28, 2023

Treasure Coast Grown Fun Shoot  
Presented by the Indian River Citrus League. For additional information, please contact the League office at [karen@ircitrusleague.org](mailto:karen@ircitrusleague.org) or 772/595-5026

### February 8, 2023 @ 12 noon

\*Florida citrus crop forecast release

### March 8, 2023 @ 12 noon

\*Florida citrus crop forecast release

### April 11, 2023 @ 12 noon

\*Florida citrus crop forecast release

### April 13, 2023

Florida Citrus Show - Ft. Pierce

### May 12, 2023 @ 12 noon

\*Florida citrus crop forecast release

### June 9, 2023 @ 12 noon

\*Florida citrus crop forecast release

\*The citrus production forecast is released at 12 noon but may not be available on their website until 15-30 minutes later due to transmission schedules. The USDA report should be available immediately after release and can be found at: <http://www.nass.usda.gov>



# 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. 772-595-5026 or

## ASSOCIATE MEMBERS

Active Minerals International  
Aglime Sales  
Agromillora  
AgroSource, Inc.  
Bayer CropScience  
Brown International Corp.  
Carden & Associates, Inc.  
Carter & Associates, Inc.  
Cassens Grove Service  
Certis Biologicals  
Chemical Dynamics, Inc.  
Citrus Management Services, Inc.  
Corteva Agriscience  
Diamond R. Fertilizer Co., Inc.  
Everglades Farm Equipment  
Everglades Harvesting, Inc.  
Farm Credit of Florida  
Florida Coast Equipment, Inc.  
Florida Grower Magazine  
Florida's Natural Growers  
Gowan USA  
Helena Chemical Company  
Howard Fertilizer & Chemical Co., Inc.  
Indian River Select  
JBT Corporation  
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LidoChem, Inc.  
Magna-Bonn II, LLC  
Mayo Fertilizer  
MBV Engineering  
Natalie's Orchid Island Juice Co., Inc.  
Nufarm Americas  
Packers of Indian River  
Palmdale Oil Company  
Peace River Citrus Products, Inc.  
Perricone-Schirard Grove  
Plant Food Systems, Inc.  
Rabo AgriFinance  
Saunders Real Estate  
Syngenta  
TradeMark Nitrogen Corporation  
Tropicana Products, Inc.  
Yara North America, Inc.





# 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](http://www.ircitrusleague.org). If interested, please call the League office at 772/595-5026 or email at [info@ircitrusleague.org](mailto: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

### • Business Card

2.833 inches across by 2 inches down  
\$60/month  
\$50/month w/ a monthly commitment through June

### • 1/2 Page

8.5 inches across by 5.5 inches down  
\$200/month  
\$150/month w/ a monthly commitment through June

### • Full Page

8.5 inches across by 11 inches down  
\$300/month  
\$225/month w/ a monthly commitment through June

### • Bleed

Please allow at least 1/8" bleed.  
Do not include printers marks.

- Please email all advertising materials to [graphics@creativeprinting.net](mailto:graphics@creativeprinting.net)