

RIVER RAMBLINGS



- > FL Citrus Show
- > FDOC Staff
- > 2023 Pageant Winners
- > Disaster Assistance
- > Upcoming Events

MAR
2023

FLORIDA CITRUS SHOW: NEW FORMAT CREATES A RELAXED ENVIRONMENT

The Florida Citrus Show, with its origins dating back to 1946 and was called the Indian River Citrus Seminar, rotated venues between Brevard, Indian River, St. Lucie Counties, then morphed into being housed at the Fenn Center in Ft. Pierce for the last decade plus.

With the purchase of Florida Grower Magazine last year by AgNet Media, the show also became part of the AgNet Media family. This provided a unique opportunity for the show to be revisited for changes and improvements. “When the Florida Grower Citrus Show came under the AgNet Media portfolio, we felt it was a good time to step back and try some new approaches to optimize everyone’s time during the event,” says Robin Loftin, president of AgNet Media.”



Since the purchase of Florida Grower Magazine, the League met with AgNet Media last summer to begin working on a new venue, format and to consider incorporating the vegetable growers. After some thought, the League pitched the idea of having the show’s location moved to the UF/IFAS/IRREC and USDA/ARS labs in Ft. Pierce since both locations sit side-by-side. It would be a win-win for both research communities.

The outcome has produced the 2023 Florida Citrus Show. This one-day event will be held on April 13. The show venue will be held at both sites at the UF/IFAS/IRREC and USDA/ARS research campuses located off of Rock Road in Ft. Pierce. Both of these research labs in close proximity of each other will offer easy access to the morning and afternoon sessions between the two sites.

See **CITRUS SHOW**, page 2

CITRUS SHOW, con't from page 1

Also, lunch will be served in a tailgate-style environment with exhibitors setting up their tent displays in the USDA parking lot that offers easy access to both research auditoriums allowing the registrants to visit the exhibitor's area as they make their way to the educational sessions between the two research labs. At the time of this writing, the exhibitor spaces have sold out.

A new segment to the show is incorporating vegetable production that will feature key crops grown in Florida.

The educational portion of the event was crafted through the partnership with UF/IFAS/IRREC and USDA/ARS and will focus on the issues that are important to the growers, which include HLB and the impacts of the two hurricanes from 2022. "We are developing a program that gets right to the things citrus growers need to move the needle against HLB after a season that was marred by hurricanes," says Franks Giles, editor-in-chief of AgNet Media.

Doug Bournique, Executive Vice President of the Indian River Citrus League, stated, "It's exciting and encouraging to see that AgNet Media is still committed to continuing the legacy of this show that has been around for 80 years."

Show Details:

When: April 13, 2023

Breakfast: 8:00–9:00 a.m.

Trade Show: 8:00 a.m.–2:00 p.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)

REGISTRATION: <https://agnet.wufoo.com/forms/q1pw4vi40ou2cw2/>



**GLADES
Crop Care Inc.**
Agricultural Consultants - 561-746-3740
www.gladescropcare.com



RAFT
CITRUS RESEARCH AND FIELD TRIAL
FOUNDATION, INC.



FOR ALL YOUR
CROP
INSURANCE
NEEDS

WE KEEP YOU GROWING...

863.291.3505 - WWW.CARDENINSURANCE.COM - 888.296.7533

Register Now!

FLCitrusShow.com

Florida
Grower
Assoc.
**CITRUS
SHOW**
APRIL 13, 2023

A FRESH NEW LOOK

When: April 13

Where: A new location at the UF/IFAS Indian River Research and Education Center and the USDA Agricultural Research Service, U.S. Horticultural Research Laboratory in Fort Pierce

Highlights: A new condensed one-day format will bring growers more value in the time spent at the event. An extended lunch period will allow networking with peers and vendors, and educational seminars will include a morning general session and afternoon citrus and vegetable sessions.

The Trade Show Is Now a Tailgate Party!

- Visit more than 50 exhibitors
- Enjoy a smorgasbord of mouthwatering eats, and vote for your favorite foods
- Play America's favorite tailgate game!



"I would encourage growers to attend these events so that they can learn from other growers as well as the research community. We can all benefit from sharing our experiences on what is and isn't working in this challenging environment." -Daniel Scott, President
Indian River Citrus League

Schedule:

Breakfast - 8:00 – 9:00 a.m.

Trade Show - 8:00a – 2:00 p.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.

THANK YOU SPONSORS!



BOARD OF DIRECTORS

Al Brown
Indrio Brands

Rusty Banack
Banack Family Ltd.

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
Ron Edwards
Evans Properties
Cody Estes
Estes Citrus
Doug Feek
DLF International

Alex Heller
Heller Bros. Packing Company
Bill Howe
Citrus Extracts
Scott Lambeth
Golden Fruit Company
Jon Marone
Premier Citrus
Jimmy Martin
Egan Fruit Packing

Tom Mitchell
Riverfront Packing Company
Melanie Ressler
IMG Citrus
Marygrace Sexton
Natalie's Orchid Island Juice Co.



"In years past, crop insurance hasn't always met growers needs, but the new Actual Production History (APH) policy has gone above and beyond expectations allowing me to contend with the challenges involved with today's citrus environment."

Wayne Simmons - President of Simmons Family Grove, Inc., and owner/manager of LaBelle Fruit Company, LLC., and Farm Credit of Florida Board Member

Don't wait! Give us a call today at (888) 290-2423 to create your personalized crop insurance plan.



Certain limitations, conditions, and exclusions apply to Farm Credit of Florida's Crop Insurance. Farm Credit of Florida is an equal opportunity provider.

NEW FDOC STAFF MEMBER BRINGS UNIQUE BACKGROUND TO POSITION



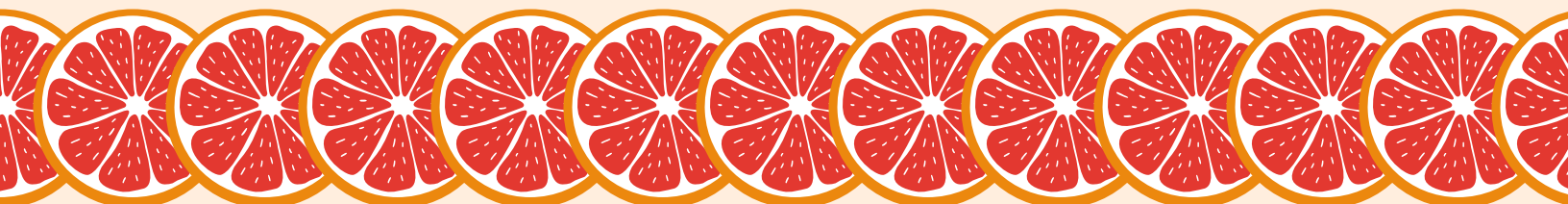
The Florida Department of Citrus announced on January 3 that John Fuller will serve as the organization's next Global Marketing Director. He brings over 20 years of experience in sports and entertainment, including athlete representation in marketing, public relations, and philanthropic endeavors.

"I'm excited to enter the citrus industry to help meet marketing goals, and work with my team to create innovative programs, both domestically and internationally. I've long had a passion for agriculture and have worked on a number of programs with growers throughout the U.S., so this is the perfect next step for my career" Fuller stated. "The resiliency and optimism of those at every level is what attracted me to this role, and I'm ready to help draw a deeper connection between consumers and Florida citrus products, partially by telling the story of the citrus industry – past, present and future."

Prior to joining the FDOC, Fuller worked 17 years representing some of the top athletes in sports, including Andrew McCutchen, Curtis Granderson and Kyle Freeland, successfully executing a variety of programs to help grow their brands in traditional and non-traditional avenues while also strengthening their community footprints. He has also worked non-exclusively with country music superstar Toby Keith, MLB star Alex Bregman, chef Marisa Churchill, the CMA Awards, Players Coalition and the Music City Bowl among other high-profile entertainers, philanthropic groups, and events.

Fuller helped plan and execute an MLB Player Unity Moment during 2020 Opening Day ceremonies at 15 professional baseball stadiums and was a co-founder of Granderson's Grand Kids Foundation which worked alongside First Lady Michelle Obama's Let's Move Campaign to combat childhood obesity. Throughout his career he has worked with numerous food waste and food insecurity platforms, which has seen him collaborate with growers in various farm-rich regions of the United States such as Iowa, New Jersey, Texas, and Oregon.

Fuller studied Journalism at Central Michigan University.





Luna[®]
FLEX

Control the game board.

*Control the
outcome.*

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

Learn more at 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[®] 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. Bayer CropScience LP, 800 North Lindbergh Boulevard, St. Louis, MO 63167. ©2022 Bayer Group. All rights reserved.

2023 MISS FLORIDA CITRUS AND MISS WINTER HAVEN CROWNED



*by Brenda Eubanks Burnette, Executive Director
Miss Florida Citrus & Miss Winter Haven Program*

Casana Fink, of Ocala, was crowned the new 2023 Miss Florida Citrus and Megan Price, of LaBelle, was crowned the new Miss Winter Haven at Polk State College's Fine Arts Theatre in Winter Haven, Fla. on February 25, 2023. Tia Unsell, of Crawfordville, Imari Harris, of Deltona, and Seren Ozuglu, of Orlando, were first, second and third runners-up respectively.

Hosted by the reigning titleholders, Miss Florida Citrus 2022, Payton Barrington, and Miss Winter Haven 2022, Jada Carter, the Miss America preliminary pageant contestants were judged on their Personal Interview, Social Impact Initiative/On-Stage Question, Talent and Red Carpet attire, with over \$2,000 in

scholarships and prizes awarded to the top five finalists. Both titleholders will go on to compete in the Miss Florida Pageant, which takes place in Lakeland June 21- 25, 2023, the winner of which will compete in the Miss America pageant.

Casana Fink, age 24, is a graduate of the University of Florida (UF), where she was a member of The National Society of Leadership and Success and graduated in 3 years with High Honors and a Bachelor of Science in Telecommunications. She attended Condé Nast College in London where she received her Fashion Certification. Dancing since the age of 3, Casana has competed throughout the state of Florida and even appeared on *Dance Moms*. For her talent, she performed a lyrical dance to the song "Amen," by Andra Day. She is an online fashion business entrepreneur with the goal of running a successful business while also being a fashion buyer for a high-end department store. A children's book author, fierce advocate, and dedicated leader, she is working to continuously and positively impact the transplant community through her social impact initiative and non-profit, "Give to Live - Donate Life," to educate, promote, and advocate on behalf of organ/tissue donations.

Megan Price, age 24, grew up in a family of Florida citrus growers & vegetable farmers. She is a 2019 graduate of Florida Southern College in Lakeland, Fla., where she received a Bachelor of Science in Multimedia Communications with a concentration in sports media. Currently the Strategic Partnerships Manager for Scotlynn USA, a

See PAGEANT, page 9

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 or call 800.347.8272.

PAGEANT, con't from 7

logistics and transportation company, she received their Community Outreach Employee of the Year in 2022. For her talent, Megan performed an upbeat jazz dance to the song "Buenos Aires." She is an organ donation advocate, former educator and has mentored youth in several organizations, including Big Brothers, Big Sisters, and the James Stephens Elementary School. Her social impact initiative, "Truth Be Told," is a non-profit organization she created to help teach young girls and boys that their circumstances do not define them, and she encourages them to persevere through adversity to follow their dreams.

The Florida Citrus Queen Pageant began in 1924 and has been part of the Miss America Organization off and on throughout the years, with the name changing to Miss Florida Citrus in 1984. Over the years, the representatives have traveled throughout the world promoting the Florida citrus industry. Miss Winter Haven was added back to the program in 2018. For more information or to schedule an appearance, please contact Executive Director, Brenda Eubanks Burnette at (561) 351-4314 or MFCitrus81@gmail.com.



Kocide 50DF

FUNGICIDE/BACTERICIDE

Premium, Trusted High-Load Copper

High-load copper provides a premium product with less dust and better mixing capability, featuring the only copper produced in the US.



CERTIS
Biologicals

CERTISBIO.COM | 1-800-250-5024
©2023 Certis USA

A Family Owned

AMERICAN COMPANY

Supporting American
Citrus Production

 **MAGISTER**^{SC}
miticide

Envidor^{2sc}
MITICIDE 

Badge^{SC}
Fungicide/Bactericide

NeXter^{SC}
Miticide/Insecticide 

Imidan^{70-W}
Agricultural Insecticide

Badge[®], Imidan[®] and Envidor[®] are registered trademarks of Gowan Company, L.L.C. Magister[®] is a registered trademark used under license by Gowan Company, L.L.C. Nexter[®] is a registered trademark of Nissan Chemical Corporation. Always read and follow label directions.

GOWANCO.COM

Gowan[®]
USA 

ROLLING OUT REVENUE BASED DISASTER AND PANDEMIC ASSISTANCE PROGRAMS

Beginning January 23, 2023, agricultural producers can begin to apply for two new important programs for revenue losses, from 2020 and 2021 natural disasters or the COVID-19 pandemic. Both programs equitably fill gaps in earlier assistance.

First, you may be eligible for assistance through the **Emergency Relief Program (ERP)** Phase Two if you experienced revenue losses from eligible natural disasters in 2020 and 2021. ERP Phase Two is for producers who didn't receive assistance from ERP Phase One.

You may also be eligible for the **Pandemic Assistance Revenue Program (PARP)** if you experienced revenue losses in calendar year 2020. PARP is addressing gaps in previous pandemic assistance, which was targeted at price loss or lack of market access, rather than overall revenue losses.

Applications for both new programs are due June 2, 2023, and you can apply for both programs during your same appointment with USDA's Farm Service Agency (FSA).

Historically, FSA programs have been designed to make direct payments to producers based on a single disaster event or for a single commodity loss. For many of you, this may be the first revenue-based program that you've applied for with FSA.

Why revenue-based programs?

ERP Phase Two and PARP take a much more holistic approach to disaster assistance, ensuring that producers not just make it through a single growing season but have the financial stability to invest in the long-term well-being of their operations and employees.

In general, ERP Phase Two payments are based on the difference in allowable gross revenue between a benchmark year, representing a typical year of revenue for the producer and the disaster year – designed to target the remaining needs of producers impacted by qualifying natural disasters and avoid duplicative payments. ERP Phase Two revenue loss is based on tax years.

For PARP, an agricultural producer must have been in the business of farming during at least part of the 2020 calendar year and had a decrease in revenue for the 2020 calendar year, as compared to a typical year. PARP revenue loss is based on calendar years.

How to Apply

In preparation for enrollment, producers should gather supporting documentation including:

Schedule F (Form 1040); and Profit or Loss from Farming or similar tax documents for tax years 2018, 2019, 2020, 2021 and 2022 for ERP and for calendar years 2018, 2019 and 2020 for PARP.

Producers should also have, or be prepared to have, the following forms on file for both ERP and PARP program participation:

- Form AD-2047, Customer Data Worksheet (as applicable to the program participant);
- Form CCC-902, Farm Operating Plan for an individual or legal entity;
- Form CCC-901, Member Information for Legal Entities (if applicable); and
- Form AD-1026 Highly Erodible Land Conservation (HELC) and Wetland Conservation (WC) Certification.

• Form CCC-860, Socially Disadvantaged, Limited Resource, Beginning and Veteran Farmer or Rancher Certification, as certain existing permanent and ad-hoc disaster programs provide increased benefits or reduced fees and premiums.

Most producers, especially those who have previously participated in FSA programs, will likely have these required forms on file. However, those who are uncertain or want to confirm should contact FSA at their local USDA Service Center.

FIGHT BACK AGAINST FRUIT DROP

KPHITE Rx supports healthy root growth and combats HLB Citrus Greening

KPHITE[®] 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.



UPCOMING EVENTS

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

June 9, 2023 @ 12 noon

Florida Citrus Industry Annual Conference

*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>



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.



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's Natural Growers
Gowan USA
Howard Fertilizer & Chemical Co., Inc.
Indian River Select
John L. Minton, CPA
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
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. 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

• 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