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MAY
2023

FLORIDA CITRUS SHOW A NEW AND REFRESHED SHOW

The 2023 Florida Citrus Show, with its freshened-up format was an overwhelming success. With rainstorms forecasted for the day, it was uncertain how this was going to play out. Fortunately, mother nature had other plans and provided a sunny day that was perfect for this outdoor event.

Previously, the Florida Citrus Show, once known as the Indian River Citrus Seminar when it began in 1946, bounced between Melbourne, Vero Beach and Ft. Pierce and finally settling in at the Fenn Center in Ft. Pierce for the last several years.



Since the purchase of Florida Grower Magazine, the League met with AgNet Media last summer to begin working on a new venue and 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.

Over 700 attendees enjoyed the new, open-air exhibitor area that provided a laid-back, hometown feel for the show. Exhibitors set up in the parking lot between IRREC and USDA research buildings. With the tents and food that various exhibitors provided, created a festival-type atmosphere that gave a relaxed feeling as you strolled up and down the rows. The expanded lunch break between the educational sessions provided more time for vendors and attendees to engage and enjoy the delicious and unique food on hand.

See **SHOW**, page 2

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Erin Rosskopf Ph.D. Research Leader at the U.S. Horticultural Research laboratory commented, “This was the first event held at our location in years and we have never previously co-hosted this meeting. The growers and vendors turned out in force. It was great to see so many old friends.”

The general session, held in the morning at IRREC took on big-picture issues that are impacting Florida agriculture, while the afternoon sessions held at USDA, featured vegetable production, a new addition to the show, that focused on research on key specialty crops grown in Florida, and the citrus production portion of the show was held at IRREC.

Mark Ritenour Ph.D. Professor, Postharvest Technology at UF/IFAS/IRREC commented, “It was great seeing so many friends and other engaged participants at the Florida Citrus Show during the morning and afternoon sessions and mingling throughout the exhibitor stations. The fantastic presentations and food really promoted quality interactions.”

The 2024 Florida Citrus Show will basically maintain the same format due to the success of this show. According to Robin Loftin, president of AgNet Media, “Due to the overwhelming response from exhibitors and growers, we plan to follow the same format next year. We are emailing the growers who preregistered or registered onsite to inquire about timing. Several exhibitors asked about holding the event in March or February. We want to get grower feedback on what works best for them before we decide on timing.” **If you are a grower, AgNet would love your input on timing for the next year. You can email AgNet Media Editor-in-Chief Frank Giles (Frank@AgNetMedia.com) with your input.**



Doug Bournique, Executive Vice President, of the Indian River Citrus League stated, “It goes without saying, that we are looking forward to next year’s event, which I expect will have even larger participation due to the astounding success of this show.”

Photos courtesy of UF/IFAS/IRREC





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CRAFT UPDATE

An application window for the new CRAFT Existing Tree Therapies program was open throughout the month of April allowing growers to submit proposals for projects between 10 and 100 acres focusing on one or more of four primary therapies used on existing plantings, including gibberellic acid, 2, 4-D, brassinosteroids and the direct systemic application of approved antimicrobials such as oxytetracycline. Growers were welcome to submit as many projects as they liked, with the caveat that each entity would only be eligible for approval of up to 500 acres in this pilot cycle of the program.

CRAFT received nearly 700 eligible applications, representing more than 42,000 acres during the April application window. A random lottery drawing was conducted by a third-party last week and 159 projects have been selected for inclusion in the program. The remaining applications have been placed on a waitlist following the lottery drawing order.

CRAFT staff will be contacting those 159 applicants in the very near future to get contracts in place; all other applicants will be notified of their place on the waitlist as well.

CRAFT has been notified that additional dollars from the CRDF's FY22 budget may be available for CRAFT to utilize for this program as well. Pending receipt of those funds, additional applications from the waitlist will be contacted for approval.

Moving Forward:

CRAFT has submitted a FY23 request to the USDA-MAC program and will submit proposals to CRDF related to funds in the FY23 State Budget - pending the Governor's signature on the budget - that would allow the continued development of both the traditional CRAFT new-planting program and the Existing Tree Therapies program.

The following is a tentative breakdown of 2023 funding - **pending approval of funding requests and final approval from the CRAFT Board:**

- \$1.5M from MAC + \$5.0M from CRDF would be utilized specifically for grower payments in the traditional CRAFT new plantings program (approximately 2,000 acres)
- \$2.0M from MAC + \$30.0M from CRDF would be utilized specifically for grower payments in the E.T.T. program (approximately 90,000 acres)
- An additional approximate \$2.0M between the two funding sources would be allocated for data collection (drone flights, sampling, ground-truthing, the Data Portal's continued development and maintenance, etc.) and administration of the program.

Assuming these funds are all approved, the application window for the Existing Tree Therapies program would most likely re-open in early summer 2023, followed by the traditional CRAFT program in late summer/early fall 2023.

Additional details will be provided in the Triangle and on www.craftfdn.org as budgets and program details are finalized.

As always, should you have any questions regarding the CRAFT programs please contact Program Manager Tamara Wood at tamara@craftfdn.org or 863.698.9276 or Assistant Program Manager Tina Buice at tina@craftfdn.org or 863.214.3731.



2024 TREASURE COAST GROWN FUN SHOOT: NOT TOO EARLY TO THINK ABOUT SPONSORSHIP OPPORTUNITIES

Sponsorship levels are already being signed up for! Don't miss out on your company's opportunity to be a part of this growing event.

The 2024 the Treasure Coast Grown Fun Shoot is scheduled for January 27, 2024 at Vero Beach Clay Shooting Sports and by the time of our event early next year, they will have their new clubhouse in operation.

If interested in sponsorship opportunities, please contact Karen at the Indian River Citrus League office 772/595-5026 or email of karen@ircitrusleague.org for additional information.

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DEEP ROOTS – THE LEGACY OF BERNARD EGAN

With the permission of Indian River Magazine, we wanted to share the in-depth article about the Egan family and the legacy that remains in the Indian River citrus district.



The article in its entirety can be accessed [here](#).

Dr. Flavia Taby Zambon Returning to UF/IFAS/Indian River Research and Education Center

Dr. Ron Cave, Center Director of the UF/IFAS/Indian River Research and Education Center (IRREC) announced that Dr. Flavia Tabay Zambon has accepted the position of Assistant Professor of Horticultural Production of Citrus and Other Tree Crops. Dr. Zambon will start fulfilling her duties with UF in November.

Being a familiar face already in the citrus industry, she was instrumental in working on various citrus research projects here on the Treasure Coast and has a significant role in the research grant through the Farm Bill and FDACS entitled, *Evaluation of Potential HLB Tolerant Grapefruit Rootstock/Scion Combination in the Indian River District of Florida*. This grant has roughly 34,000 grapefruit trees, utilizing rootstock/scion combinations here in the Indian River growing district.



Dr. Mark Ritenour, Ph.D., UF/IFAS/IRREC, “We are so pleased that Dr. Zambon will be returning to the IRREC to fill the Production Horticulturist position. She already has developed excellent relationships with many citrus growers on the River and within the state, and has established herself as an excellent collaborator with the Indian River Citrus League and FDACS. In addition, she is familiar with many of the projects that our previous Citrus Horticulturist, Dr. Rhuanito Ferrarezi, had running, so Dr. Zambon is poised to “hit the ground running” when she takes the reins of her new position. I am excited to see where she takes the program as she installs her own research and extension flair.”

The League, directly involved with this research grant along with the grant participants, personally interacted with Dr. Zambon. Her tenacity of overseeing this large planting and data collection on the project was evident. She has also garnered the respect of the growers in this growing region and with the state agencies. Dr. Greg Hodges, Ph.D., Assistant Director, FDACS-Division of Plant Industry, who worked with Dr. Zambon, commented, “We have really enjoyed working with Flavia and found her to be a fantastic collaborator. We look forward to working with her going forward.”

Doug Bournique, Executive Vice President of the League commented, “Dr. Zambon is from Brazil, our industries’ biggest competitor, and is fluent in Portuguese, Spanish and English, which adds value to the citrus industry’s need to have scientists working with all the citrus producing countries to defeat greening. With Dr. Zambon’s exclusive education and hands on experience in citrus, she would be a perfect addition to help guide citrus research at IFAS/IRREC.”

ANNUAL CITRUS INDUSTRY CONFERENCE

Please mark your calendar for June 14 – 16 for the Florida Citrus Industry Annual Conference being held in Bonita Springs at the Hyatt Regency Coconut Point Resort Spa. The conference will feature informative educational sessions and industry meetings for growers and associated partners to join in.

Registration is open so check out the link to make your reservations and see the conference event schedule. Registration link: <https://flcitrusmutual.com/florida-citrus-industry-annual-conference>.

DR. MATT MATTIA JOINS USDA/ARS AS NEW CITRUS BREEDER

USDA/USHRL research lab in Ft. Pierce announced that Dr. Matt Mattia has joined the lab as their new citrus breeder. Dr. Mattia replaces Dr. Ed Stover who retired from the lab.

Dr. Mattia is well known for discovering the Donaldson Tree during a tour of the USDA trial grove at Whitmore Farm near Groveland back in July 2021. The tree stood out as it was still producing fruit and appeared healthy. He located records of the tree dating back to the 1950s and is certain it was propagated in Florida.

Mattia earned his Ph.D., from the University of Florida in Horticultural Sciences (Citrus Breeding and Genetics) as well as his M.S. in Horticultural Sciences (Tomato Breeding and Genetics). He graduated from Iowa State University with a B.S. in Agronomy and a Minor in Genetics.



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WEDGWORTH LEADERSHIP INSTITUTE FOR AGRICULTURE AND NATURAL RESOURCES OPENS NOMINATIONS FOR CLASS XII

The UF/IFAS Wedgworth Leadership Institute for Agriculture and Natural Resources (WLIANR) is soliciting nominations for Class XII of its two-year leadership development program.

Utilizing 11 multi-day seminars throughout Florida, the United States and internationally, WLIANR develops leaders to ensure a strong and adaptable Florida agriculture and natural resources industry for generations to come. WLIANR aims to prepare leaders to assume greater responsibilities in their organizations, industries, and communities; create strategic alliances to build strong networks; analyze complex issues to influence constructive change and to develop a better understanding of self and others, as well as the diverse communities in which we live and work.

To be eligible for consideration, nominees must:

- be at least 25 years old;
 - have resided in Florida for a minimum of one year;
 - receive a substantial portion of their income from Florida agriculture, natural resources and/or related industries;
- and
- demonstrate strong leadership potential.

Self-nominations are accepted. Nominations close June 1 and applications are due no later than June 15. Class XII will begin in Gainesville in November 2023. To submit a nomination, visit [-Nominate](#).

Administered by the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) and housed in the Department of Agricultural Education and Communication, WLIANR hosted its inaugural class in 1992. With approximately 450 program alumni (inclusive of participants and their spouses), WLI has become a staple for developing agricultural leaders who will become increasingly involved in the policy formation process.



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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

June 9, 2023 @ 12 noon

*Florida citrus crop forecast release

June 14-16, 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>



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Our Associate Membership provides opportunities to network with existing customers and potential customers by providing opportunities to sponsor events scheduled throughout the year.

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If interested in joining our organization, please contact the League office for further details. 772-595-5026 or

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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

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

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

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

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- Resolution should be a minimum of 300 dpi at actual size.
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- Line art should be scanned at a minimum of 600 dpi.

File Format

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