

RIVER RAMBLINGS



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JAN
2024

INDIAN RIVER CITRUS LEAGUE FUN SHOOT

Mark your calendars for January 27, 2024, for the Indian River Citrus League's Fun Shoot. The event will be held again at Vero Beach Clay Shooting Sports located at 5925 82nd Avenue in Vero Beach.

This upcoming event will enjoy the newly constructed clubhouse that will incorporate a citrus theme as a nod to our iconic industry. The clubhouse will feature their pro shop and gunroom that will house a wide variety of name-brand shotguns, shooting accessories and apparel for sale along with a wrap-around porch and a large indoor space for gathering just to mention a few of the amenities you can look forward to while enjoying the event.

We are already receiving sponsorship commitments for the event, so it's not too early to begin thinking about the 2024 event. Remaining sponsorship opportunities are listed on the following page. Contact the League office for further details.





**JANUARY
27
2024**



INDIAN RIVER CITRUS LEAGUE

100 TARGET

FUN SHOOT



*All levels include
gift bags, lunch &
raffle ticket for each
shooter*

*Check In
8:30 AM
Shotgun Start
9:30 AM*

VERO BEACH CLAY SHOOTING SPORTS • 5925 82ND AVE • VERO BEACH

SPONSORSHIP OPPORTUNITIES

[] **Title Sponsor: \$5,000**

Sailfish Brewing Co. & Hale Groves

Two 4 person teams with cart
Logo recognition on all promotional materials
Sponsor-provided banner in awards area
Recognition at the event

SOLD OUT!

[] **Grapefruit Station Sponsor: \$2,000**

(Hurry! Only 14 available)

One 4 person team with cart
Logo recognition on all promotional materials
Sponsor-provided banner in awards area
Recognition at the event

[] **Orange Sponsor: \$1,500**

MBV Engineering

One 4 person team with cart
Logo recognition on all promotional materials
Sponsor-provided banner in awards area
Recognition at the event

[] **Shot Gun Sponsor: \$1,500**

Everglades Farm Equipment

One 4 person team with cart
Logo on event flyer, registration form, news release
Sponsor-provided banner in awards area
Station sign

SOLD OUT!

[] **Lunch Sponsor: \$1,500**

Florida Coast Equipment

One 4 person team with cart
Logo on event flyer, registration form, news release
Sponsor-provided banner in awards area and Station sign

SOLD OUT!

[] **Coffee Bar Sponsor: \$1,000**

Egan Fruit Packing

One 4 person team with cart
Logo on event flyer, registration form, news release
Sponsor-provided banner in awards area
Station sign

SOLD OUT!

[] **Table Sponsor: \$1,000**

Wedgworth's, Inc.

One 4 person team with cart
Logo on event flyer, registration form, news release
Sponsor-provided banner in awards area
Station sign

SOLD OUT!

[] **Cattle Sponsor: \$1,000**

One 4 person team with cart
Logo on promotional materials
Recognition at the event

[] **Cart Sponsor: \$750**

Carden & Associates
One 4 person team with cart

SOLD OUT!

[] **Beverage Cart Sponsor: \$500**

Natalie's Orchid Island Inc. Company

One 4 person team with cart
Station sign and recognition on cart.

SOLD OUT!

[] **4-Person Shooting Team: \$800**

One 4 person team with cart.
Station sign.

[] **Individual Shooter \$175**

Cart Not Included.

RESERVATION FORM

Please sign me up for: Sponsorship (choose from reverse side)

Team

Individual

Questions?

Karen Smith

772-595-5026

karen@ircitrusleague.org

Contact Name _____

Company _____
(for signage and publication use)

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

TEAM ENTRY

| | | | |
|------------------|-------------------------------|---------------------------------|-----------------------------------|
| Shooter #1 _____ | <input type="checkbox"/> male | <input type="checkbox"/> female | <input type="checkbox"/> under 16 |
| Shooter #2 _____ | <input type="checkbox"/> male | <input type="checkbox"/> female | <input type="checkbox"/> under 16 |
| Shooter #3 _____ | <input type="checkbox"/> male | <input type="checkbox"/> female | <input type="checkbox"/> under 16 |
| Shooter #4 _____ | <input type="checkbox"/> male | <input type="checkbox"/> female | <input type="checkbox"/> under 16 |

Payment Information:

Amount Due \$ _____

Check Enclosed

Send invoice

Email Link for Credit Card (processing fees apply)

Make checks payable to Indian River Citrus League and mail with completed form to: 2001 S. Rock Road, Ft. Pierce, FL 34945

ALSO ACCEPTING RAFFLE PRIZES AND ITEMS FOR SHOOTER GIFT BAGS

Eye & ear protection available or bring your own

Ammo available for purchase or bring your own

Guns available for rent

NO reloaded ammo allowed



INDIAN RIVER
CITRUS LEAGUE

100 TARGET

**FUN
SHOOT**

INDIAN RIVER
GRAPEFRUIT

LONG SHOT GRAPEFRUITS SELECTED BY DR. MATTHEW MATTIA AT USDA ARS



In the world of agriculture, every breakthrough has its roots in research and experimentation. The story of the "long shot" grapefruit selections, is a testament to the resilience of agricultural science and its potential to shape the future of grapefruit cultivation. These pigmented, low-seeded grapefruit selections have not only weathered the challenges posed by nature but have also revealed hints of promise against the devastating citrus greening disease. Dr. Matthew Mattia's quest began with a simple goal: to uncover grapefruit varieties that could withstand the test of time, climate, and disease. With an eye on the future, Dr. Mattia set his sights on the grapefruit variety block at the A.H. Whitmore Foundation Farm in Groveland, Florida. This location served as the cradle of these remarkable selections, grapefruits that would stand as progenitors to the selections cultivated today.

A defining feature of these selections is their low seed count, a trait that has been sought after by citrus growers. As

consumers increasingly seek convenience and ease of consumption, low-seeded varieties have become highly desirable. Dr. Mattia recognized the potential of these selections to cater to this demand while also displaying robust pigmentation – a characteristic that adds visual appeal and nutritional value to the fruit. But these grapefruit selections have faced more than just the ordinary challenges of fruit cultivation. Against all odds, these selections have survived, outliving even the famed Star and Ray Ruby grapefruits planted in the same block. This resilience piqued Dr. Mattia's curiosity and led him to consider the potential implications for the battle against Huanglongbing (HLB) disease. These grapefruit selections are a long shot in the quest for more tolerant varieties, as they are visible sick, however, we cannot leave any opportunity that is a possibility to create a more resilient grapefruit industry.

HLB, caused by the bacterium *Candidatus Liberibacter asiaticus*, has been a formidable adversary for citrus growers worldwide. The disease devastates citrus trees, causing fruit to become small, misshapen, and bitter. Dr. Mattia's hypothesis that these long shot grapefruit selections might possess some tolerance to HLB. Collaborating with experts in the field, Dr. Mattia and his team evaluated materials from the USDA's former germplasm repository. Through rigorous analysis and comparison, several grapefruit selections stood out – 'Florida Red,' 'Henderson,' and 'Red Blush.' While not exhibiting exceptional tolerance to HLB in the field, these selections displayed the potential for early onset HLB tolerance or improved tolerance through effective commercial management programs. 'Florida Red' and 'Red Blush' are both pink, while 'Henderson' is the only selection with dark red pigmentation.



The grapefruit selections have been submitted to the Division of Plant Industry (DPI) for further clean-up. This step is crucial in ensuring that the selections are disease-free and ready for propagation. The future plans for these resilient grapefruit trees are both promising and exciting. The next phase of their journey involves participation in replicated grapefruit trials to be planted at the Picos farm, once they return clean from DPI. This move underscores the dedication of Dr. Mattia and his team to subject these selections to rigorous scientific testing. By planting them in controlled trials, researchers aim to observe their performance under various conditions, assess their resistance to diseases like HLB, and gather data that could inform future commercial citrus management strategies. As these selections move closer to commercial availability, we are hopeful for a future where these grapefruits contribute to more sustainable and resilient citrus groves.

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

Greg Nelson
Egan Fruit Packing

Timothee Sallin
IMG Citrus

Brant Schirard
Schirard Family, LLC

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
Tom Hammond
Hammond Groves
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.



UPDATE:

VERO HERITAGE CITRUS LABEL TOUR

Brenda Eubanks Burnette, Florida Citrus Hall of Fame

In 2022, thanks to a grant from the Indian River County Tourist Development Council, Vero Heritage started the Vero Heritage Citrus Label Trail as part of the Florida Citrus Label Trail. 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 are located 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.

Robyn Berry, Executive Director of Vero Heritage, Inc., which runs the Heritage Center and the Indian River Citrus Museum, has been instrumental in furthering the program, with six new label signs scheduled to be installed in various locations around the county. This next round of labels includes Blue Lake Indian River Citrus, Justice, Sea Grape, Florigold, Spanish Moss, and Golden Strand.

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 piece of art to public places in the area.

See *CITRUS SIGNS*, page 7



CITRUS SIGNS, con't from page 6

If you are interested in sponsoring a sign as part of the Indian River Citrus Label Trail, 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 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 for more info.

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 to learn more about the Florida Citrus Label Trail, 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; or call (561) 351-4314.



USDA/ARS - FT. PIERCE LAB DIRECTOR NAMED

Appointment of Laboratory Director - U.S. Horticultural Research Laboratory, Fort Pierce, FL

USDA names lab director for the USDA/ARS Subtropical Research Laboratory in Ft. Pierce. Scott Adkins, Ph.D. was selected as the replacement lab director after the retirement of Dr. Brian Scully.

As a native Marylander, he completed his B.S. (1989) and M.S. (1991) at the Ohio State University, and Ph.D. from the University of Wisconsin-Madison (1996), Adkins spent three years (1996-1999) as a postdoctoral researcher studying viral RNA synthesis at Indiana University. In 1999, Adkins joined the Subtropical Plant Pathology Research Unit at USDA-ARS in Fort Pierce, FL.

Adkins is an exceptional scientist and committed leader, who has made fundamental advances to lead science forward, while developing and extending real-world applications for agriculture. He is renowned for his expertise in vegetable and ornamental viruses, and sought by research and Extension colleagues, regulatory agencies, growers and commodity groups for advice in unraveling diseases of uncertain etiology, establishment of regulations, and disease management practices.

“The lab has made Huanglongbing (HLB) disease research its top priority and with Adkins at the helm, that research will continue being focused on management and a cure”, says League’s Executive Vice President Doug Bournique.

UPDATED TABLE OF MAXIMUM RESIDUE LIMITS (MRLS) FOR THE U.S. AND IMPORTANT EXPORT MARKETS

*Mark A. Ritenour, Ph.D
University of Florida/IFAS Indian River Research and
Education Center, Ft. Pierce, FL*

Florida's fresh citrus industry has a long history of establishing and keeping strong relationships with our domestic and export markets. One important feature of these relationships is understanding that other countries usually set their own maximum residue limits (MRLs) for various chemicals, including pre- and postharvest pesticides. When a pesticide's MRL within an export market is lower than its U.S. MRL, then the use of that pesticide may need to be modified or discontinued to keep from exceeding the country's tolerances. If the fruit is sampled and a MRL violation discovered, the load will be rejected and there could be restrictions on future shipments or even increased scrutiny or requirements for the entire industry.

The biggest changes in recent years took effect January 1, 2022, when Korea implemented their own list of MRLs instead of defaulting to CODEX values. As a result, the MRLs of about 30 compounds used by Florida's fresh grapefruit growers and packers dropped to essentially the level of detection. In addition, now that Great Britain has left the EU, they have begun setting their own MRL standards. Each year I publish updated MRLs for the U.S. and export markets as part of the Florida Citrus Production Guide (<https://edis.ifas.ufl.edu/publication/HS1301>). However, changes in MRLs occur throughout the season and so I also post regular updates at (<https://irrec.ifas.ufl.edu/postharvest/index/pesticides.shtml>). **Please check this information regularly and adjust pesticide usage as needed depending on your intended market.**

One important source for these updates is from Florida citrus industry representatives like you who pass along notices sent to them from their buyers. These often provide additional "behind the scenes" information not always available from the other reports I review. Please forward such notices to me at ritenour@ufl.edu. I keep the company information confidential but use the MRL information to update the MRL table. A hearty "Thank You" to all those who have forward such notices to me over the years.



GEORGE STREETMAN LEADS EXCELLENT 2024 INDUCTEES INTO THE FLORIDA CITRUS HALL OF FAME



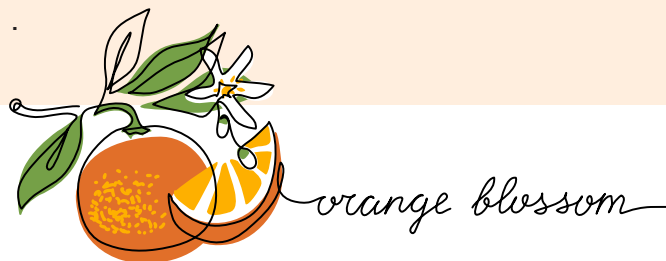
The Selection Committee for The Florida Citrus Hall of Fame has announced the selection of **Dr. Robert M. “Bob” Behr, of New Smyrna Beach, Fla., George H. Streetman, of Vero Beach, and Leland K. Young, formerly of Bartow, Fla.** as the **Class of 2024** inductees. The three distinguished leaders will be inducted into the Hall of Fame along with the **Class of 2023, Gilbert Bowen (deceased), of Winter Haven, Fla. and A.G. Smith (deceased), of Wauchula, Fla., on March 1, 2024** at Florida Southern College in Lakeland, at the George W. Jenkins Fieldhouse.

The event is co-sponsored by Florida Citrus Mutual and the Florida Department of Citrus, with the Florida Citrus Processors Association hosting the OJ Meet & Greet afterwards.

Tickets are \$150 per person or \$1750 for a Sponsor Table of eight and can be purchased online at www.FloridaCitrusHallofFame.com.

The Florida Citrus Hall of Fame luncheon will also pay homage to the **Florida Citrus Queen/Miss Florida Citrus Centennial Celebration** taking place in 2024, with the women who represented the industry over the years honored as guests at the luncheon, followed by a Golden Centennial Celebration Gala the next night at Nora Mayo Hall in Winter Haven. The first Florida Citrus Queen was chosen in January of 1924 in Winter Haven as part of the Florida Orange Exposition. If you know of someone who was a Florida Citrus Queen or Miss Florida Citrus, please send in their contact information so they can be included in the festivities.

For more information, contact Brenda Eubanks Burnette at (561) 351-4314 or via email at Brenda@BurnetteandAssociates.com or visit the Florida Citrus Hall of Fame web site at www.floridacitrushalloffame.com.



USDA TO PROVIDE MORE THAN \$3 BILLION TO COMMODITY AND SPECIALTY CROP PRODUCERS IMPACTED BY 2022 NATURAL DISASTERS

Emergency Relief Program (ERP) 2022

Please see below link for full details of program.

<https://content.govdelivery.com/accounts/USDAFARMERS/bulletins/37864de>



UPCOMING EVENTS

Indian River Citrus League Fun Shoot
January 27, 2024

Florida Citrus Show
April 3, 2024

Florida Citrus Industry Conference
June 12 – 14, 2024

Citrus Estimate Forecast Dates 2023-2024 Season

January 12, 2024
February 8, 2024
July 12, 2024
March 8, 2024
April 11, 2024
May 10, 2024
June 12, 2024





Advertising Opportunities 2023-2024

With the 2022/2023 citrus season wrapped up, we wanted to share information on the 2023/2024 sponsorship opportunities for your budget planning purposes. Contact Karen at 772-595-5026 or karen@ircitrusleague.org for further details on the opportunities mentioned.

INDIAN RIVER CITRUS LEAGUE ASSOCIATE MEMBERSHIP - \$300

Newsletter Ad 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@hirize.us
- Design services are available for an additional fee

Treasure Coast Grown Fun Shoot – January 27, 2024 at Vero Beach Clay Shooting Sports

Thank you to our partners who have already committed – **Hale Groves, Florida Coast Equipment, Everglades Farm Equipment, Wedgworth's, MVB Engineering, Farm Credit, Sailfish Brewing Co., CRAFT, Florida Department of Citrus, Mills, Short & Associates, Egan Fruit Packing, Carden & Associates, Peace River Products, Countryside Citrus and Orchid Island Brewery.**

| | |
|----------------------------|---------|
| Title Sponsor | \$5,000 |
| Grapefruit Station Sponsor | \$2,000 |
| Orange Station Sponsor | \$1,500 |
| Lunch Sponsor | \$1,500 |
| Shot Gun Sponsor | \$1,500 |
| Table Sponsor | \$1,000 |
| Coffee Bar Sponsor | \$1,000 |
| Cattle Sponsor | \$1,000 |
| Cart Sponsor | \$1,000 |
| Beverage Cart Sponsor | \$750 |
| 4-Person Shoot Team | \$800 |

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.
Certis Biologicals
Chemical Containers
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
Graves Brothers Company
Indian River Select
John L. Minton, CPA
Mayo Fertilizer
MBV Engineering
Natalie's Orchid Island Juice Co., Inc.
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.

