

RIVER RAMBLINGS



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OCT
2024

BRAZILIAN GROWERS TOUR THE INDIAN RIVER GROWING DISTRICT

Dr. Flavia Zambon recently hosted guests from her native Brazil's São Paulo State, one of the world's most prominent citrus production regions.

The visitors toured the Indian River Region to examine the management of Huanglongbing, also known as HLB.

"At the traditional production region known as the Brazilian Citrus belt, HLB is reaching over 70% of incidence," said Flavia Zambon, assistant professor of horticultural production at the UF/IFAS Indian River Research and Education Center (IRREC) in Fort Pierce. "The Brazil producers look to UF/IFAS researchers and producers to plan their own HLB management strategies."

Gilberto Tozatti, Hamilton Rocha, and Jeferson Pereira were the three consultants for the GCONCI (Grupo de Consultores em Citros), which organized the multi-day state-wide visit in Florida. Joining the consultants were a farm director, two members of the citrus distribution system and six citrus growers many of whom are citrus industry veterans, said Zambon.

The visitors toured the UF/IFAS Citrus Horticulture Production Laboratory at IRREC and met with Indian River Citrus League Executive Vice President, Doug Bournique, about the League's perspective and future expectations of the industry. The group then visited the variety trials at the IRREC Millennium Block and a prominent local commercial citrus grove.

"The Brazilian growers are to expand their citrus operations to other areas of Sao Paulo State, such as Mato Grosso, Minas Gerais, Bahia, and Paraná, where HLB incidence is lower, and there is land to be used," Zambon said. "This exodus to other states will bring discussion on incorporating HLB management strategies into Brazil's production groves."

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BRAZIL

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VISITORS , con't from 1

At the Millennium Block, visitors sampled 'Glenn Navel' oranges, which were not ready to harvest but were surprisingly good for Brazilian standards. The group also saw fruit development of some of the new grapefruit varieties, Zambon said.

"Some of the growers never saw a grapefruit, as it is not consumed in Brazil as it is here in the United States," said Zambon.

During the visit to Scott Groves, the Brazilian group met with owner Ken Scott, who greeted them at his family's operation. Scott Groves, Inc. Production Manager, and former UF/IFAS researcher Kevin Hancock escorted the visitors through the groves.

"Kevin Hancock showed our guests the OLL sweet oranges, developed from the UF/IFAS citrus breeding program, lemons, other grapefruit varieties and explained the citrus industry from a grower standpoint," said Zambon.

"One of the intentions of the growers' visit to Florida and the Indian River Region was to learn and see new strategies to manage HLB and open possibilities for research collaboration with our scientists," said Zambon. "The Brazilian citrus reality is turning into what we've seen in Florida for years. The Brazilian guests saw first-hand the most recent results of the horticultural research with the multiple HLB-infected combinations at the Millennium Block and commercial grove management strategies at Scott Groves."



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RITENOUR RECEIVES TWO HONORS

An expert in postharvest technology for Florida's fresh produce industry received two honors in a week.

IRREC Associate Director and American Society for Horticultural Science Fellow

Mark Ritenour's professional colleagues with the American Society for Horticultural Science named him a Fellow at the society's annual conference held in Honolulu, Hawaii recently, and Ritenour began his role as associate director for the University of Florida/IFAS's Indian River Research and Education Center (IRREC).

"Dr. Mark Ritenour reached the highest point of achievement with his professional association, and I selected him to join me as a co-leader for IRREC," said Mark Kistler, IRREC director.

A well-run postharvest technology program with national impacts

Kistler notes Ritenour's well-run postharvest program valued by statewide packinghouse owners as evidence of Ritenour's ability to lead agricultural production, research, Extension, and higher education. Ritenour's colleagues note his leadership for the American Society for Horticultural Science (ASHS) as their factor for selection for the esteemed title.



Professor of Horticultural Sciences, Dr. Mark Ritenour, named American Society for Horticultural Science Fellow, Image: Lorenzo Rossi



Mark Ritenour in a Postharvest Facility lab at Indian River Research and Education Center. Image: UF/IFAS, Tyler Jones

Comments made by the honor nominators point to Ritenour's devotion to the organization as a compelling reason for the achievement.

"Mark is known far and wide for his expertise and productivity in several areas of or related to horticulture," wrote one unnamed committee member. "I strongly believe that Mark represents ASHS in the best possible light and exemplifies what an ASHS Fellow should be."

Ritenour honed his skills since 1998 as the postharvest technology expert at the UF/IFAS IRREC, where he runs the postharvest facility and the fruit quality laboratory. A full professor, Ritenour's team members include two biological scientists, visiting scientists, and scholars,

many of whom arrive from international schools and businesses. Ritenour gained national acclaim for his leadership, along with UF professor Steven Sargent, for the annual Postharvest Tour. The weeklong tour, which attracted attendees from the Midwest United States and Puerto Rico in 2024, includes stops at large ports, packinghouses, the state's oldest farmer's market, and local businesses that produce and support Florida's fresh fruit industry.

RITENOUR , con't from 4

The American Society for Horticultural Science 60th Class of Fellows

Ritenour this year joins Sargent as an ASHS Fellow. The 2024 new inductees are the organization's 60th class of fellows. The ASHS fellows program commenced in 1965 to recognize its members' "outstanding contributions to horticulture in one or more of the following areas: research, teaching, administration, or extension on state, national, or international level."

In his new role as an ASHS Fellow, Ritenour will be active on the National Issues Committee, represent the organization to legislative representatives, and recruit and mentor future fellows.

According to the online fellow description, "election as a fellow of the society is the highest honor that ASHS can bestow on its members, in recognition of truly outstanding contributions to horticulture and the society."



Dr. Steven Sargent and Dr. Mark Ritenour lead the 2024 Postharvest Tour



FLORIDA CITRUS HALL OF FAME - DEADLINE NOW NOVEMBER 15

BARTOW, Fla. (Oct. 24, 2024) --- Due to Hurricanes Helene and Milton, nomination submissions for the Florida Citrus Hall of Fame **have been extended to NOVEMBER 15TH** for potential inductees to The Florida Citrus Hall of Fame.

Co-sponsored by the Florida Department of Citrus and Florida Citrus Mutual, **The Florida Citrus Hall of Fame Induction Ceremonies are scheduled to take place at 11:30 a.m. on Friday, March 28, 2025, at Florida Southern College in Lakeland.** Eligible nominees are those distinguished leaders who have made significant contributions to the Florida citrus industry in any of the following fields: pioneers, harvesting, packing, processing, marketing, scientific and/or educational areas.



Completed nomination forms should be e-mailed to: Brenda@BurnetteandAssociates.com no later than November 15, 2024. Any nominations received after this date will be considered for the following year's Class of 2026. Nomination forms are available by contacting Brenda Eubanks Burnette at (561) 351-4314 or via email at Brenda@BurnetteandAssociates.com and by visiting the Florida Citrus Hall of Fame web site at www.floridacitrushalloffame.com .

2025 INDIAN RIVER CITRUS LEAGUE 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 Indian River Citrus League Fun Shoot is scheduled for January 25, 2025, at Vero Beach Clay Shooting Sports.

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.

Sponsors to date:

Everglades Farm Equipment
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Hale Groves
MBV Engineering
Total Golf Cart
Wedgworth's, Inc.



INDIAN RIVER CITRUS LEAGUE ON-LINE STORE

Come visit the League's on-line store where you will find the iconic Indian River Grapefruit tag. In addition, we have the cap featuring the Indian River Grapefruit tag patch along with other goodies promoting the world-famous Indian River citrus growing district.

Check out the store at www.irgrapefruitshop.com to order your merch!



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MILLENNIUM BLOCK FIELD DAY



Citrus industry stakeholders will join University of Florida/IFAS Assistant Professor Flavia Zambon on Thursday, Nov. 7, from 9 a.m. until noon for the **Millennium Block Field Day**. In the Millennium Block active experimental grove, more than 5,500 trees bred to tolerate citrus greening is expected to bear data that growers will use to make decisions about their production operations.

During the walk-thru tour, participants will interact directly with researchers and their data interpretations from the trees.

The Millennium Block is an iconic grapefruit, pummelo hybrid, mandarin, and navel citrus grove on 20 acres at the Indian River Research and Education Center (IRREC). The block includes UF/IFAS and the United States Department of Agriculture-bred scion and rootstock varieties. Now in its fifth year and third harvest, the block bears data that includes varieties expected to tolerate citrus greening. But this year, following recent Hurricane Helene and Hurricane Milton events and a tornado that spun off the Milton storm system, Zambon will also present the impacts of the severe weather to tour participants.

Zambon is the UF/IFAS IRREC horticultural production expert and team member of statewide UF/IFAS citrus experts. Joining Zambon as a tour host will be Matthew Mattia, a USDA-ARS geneticist based at the horticultural laboratory next to IRREC.

“Dr. Mattia and I will escort attendees to varieties that present tolerance to citrus greening and other desired characteristics,” said Zambon. “Visitors will see more differences between trees that produce high yield, good brix, or color, from those that are not performing well in HLB conditions.”

Zambon emphasizes that no variety in the Millennium Block offers all the desired traits growers seek in fresh grapefruit. However, some varieties show consistently good tolerance of the disease and other performance factors. Some of the varieties are exclusive to the Millennium Block. In 2024, severe weather will contribute to climate change data that began with the impacts of

Hurricane Ian in 2022.

Hurricanes Helene and Milton whisked through Florida in the early fall this year. A few hours ahead of Hurricane Milton, an unexpected F-3 tornado passed the Millennium Block by only about 100 yards, leaving a thin margin of catastrophic damage to major buildings and electrical infrastructure only about a mile from the grove. The severe weather will add more climate change data to the experimental grove’s findings.

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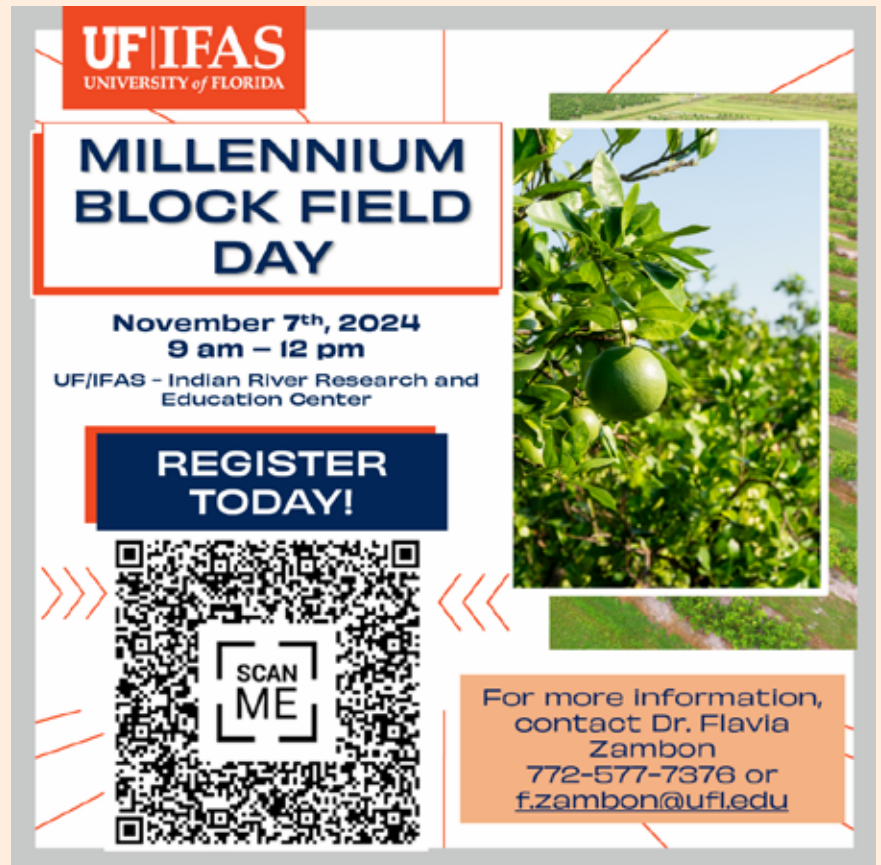
“We still have fruit on the trees, but a significant amount of fruit has dropped. This is almost the same scenario we had following Hurricane Ian, which occurred in 2022,” said Zambon. “This year, we changed the fertilizer regimen, and we had planned to capture the data for this input, but with the fruit drop, it will not be possible.”

Mattia and Zambon will escort event participants throughout the block, stopping at the high-performing scion and rootstock varieties. Upon arrival, attendees will receive printed maps and data for onsite reference and personal use following the tour. During the walk-thru tour, Zambon will interpret the latest findings and reference data collected since the grove’s 2019 implementation. Mattia will expand on the breeding and genetics of the experimental trees.

Following the walking field tour, attendees might taste samples of fresh fruit harvested from the Millennium Block.

“The samples for tasting will include varieties that show the most promise. However, the samples for the tour date are subject to the fruit’s maturity and availability,” said Zambon.

Register at [Eventbrite](#) for the 2024 Millennium Block Field Day. For more information, contact Dr. Zambon at f.zambon@ufl.edu or 772-237-1515.



UF/IFAS
UNIVERSITY of FLORIDA

MILLENNIUM BLOCK FIELD DAY

November 7th, 2024
9 am – 12 pm
UF/IFAS – Indian River Research and
Education Center

**REGISTER
TODAY!**

SCAN
ME

For more information,
contact Dr. Flavia
Zambon
772-577-7376 or
f.zambon@ufl.edu



ST. JOHNS RIVER WATER MANAGEMENT DISTRICT COST-SHARE PROGRAM

The District-Wide Agricultural Cost-Share Program is for producers within the St. Johns River Water Management District who have projects that may result in water conservation, development of an alternative water supply such as tailwater recovery ponds and/or reduced fertilizer runoff. To be eligible, a producer should apply, along with **two** quotes, a map of the project area and proof of control of the property. Projects on leased land are eligible with a copy of the lease agreement and signature of the landowner.

Projects must be for existing production, unless the project is to develop an alternative water source for irrigation purposes. An example would be to dig a surface water pond for irrigation of a new crop on previously unirrigated land such as pasture or silviculture. If proposing an irrigation retrofit or conversion project, it is **highly recommended** that you have a recent Mobile Irrigation Lab irrigation audit. Adam Boykin (email address below) can perform the irrigation audit at no cost to you.

Projects will be evaluated for cost effectiveness and if approved, can be funded at up to 75% of the cost of the project up to \$250,000. Please do not start work on a project that you wish to have funded by the District until you have received a contract – work performed prior to contract execution cannot be reimbursed.

Projects will be evaluated and awarded on a first come, first served basis and there is no application deadline. Please feel free to contact me, Taylor Maxwell or Adam Boykin (both copied on this email) if you have any questions or would like to discuss a project idea before completing the form. I have attached both a Word and fillable PDF version of the application to this email.

For further information or request an application, please contact either one of the following: Suzanne Archer (sarcher@sjrwmd.com), Adam Boykin (WABoykin@sjrwmd.com) or Taylor P. Maxwell (TPMaxwel@sjrwmd.com).

UPCOMING EVENTS

Citrus Estimate

All monthly releases are at 12 Noon. Dial 888-844-9904, followed by access code: 8552986#

November 8, 2024

(Maturity only, no conference call)

December 10, 2024

January 10, 2025

February 11, 2025

March 11, 2025

April 10, 2025

May 12, 2025

June 12, 2025

July 11, 2025

Millennium Block Field Day

November 7, 2024

Ft. Pierce

IRCL Fun Shoot

January 25, 2025

Vero Beach

Florida Citrus Hall of Fame

March 28, 2025

Lakeland



CITRUS VARIETY DISPLAYS & FIELD TOURS - ATTENTION FLORIDA CITRUS INDUSTRY



Below are the dates and times for this year's fruit displays and Field Days. We hope you can attend these events as your participation and feedback is needed for these trials to continue and be successful.

UF-IFAS CREC Events - Lake Alfred

700 Experiment Station Rd., Lake Alfred, FL – Ben Hill Griffin Auditorium

Date & Time: December 18, 2024 1:00 PM *Immediately after the OJ Break*

Date & Time: February 13, 2025 10:00 AM

The UF IFAS CREC Plant Improvement Team scours their research blocks for selections of oranges, orange-like hybrids, grapefruit, grapefruit-like hybrids, specialty fruit and acid fruit that are most likely to be of interest to industry. Oranges and orange-like selections are often presented in whole and juice form. Grapefruit and specialty fruit are presented as whole fruit and also sliced or sectioned for sampling. Attendees are asked to complete a survey. The displays typically take about 40-45 minutes to complete. Members of the Team are present to answer questions. These events are also ideal to strike up conversations with peers. This is also a great way to stay current on the latest IFAS/CREC conventional breeding developments.

Millennium Block Field Day

UF/IFAS Indian River REC

2199 South Rock Road, Ft. Pierce

Date: November 7, 2024

Time: 10:00 AM

The Millennium Block is one of Florida's most robust grapefruit trials. This field day features UF/IFAS and USDA scion and rootstock varieties, allowing participants to walk through the experimental grove and see the many varieties that are showing tolerance to citrus greening. Hear from Professor Flavia Zambon and Dr. Matt Mattia as they guide you through the grove's more than 5,500 trees. Following the tour, you will have the opportunity to savor fresh fruit from the experimental grove.

This event is open to all citrus stakeholders, and we encourage growers, industry partners and legislators to attend.

For more information, contact Prof. Flavia Zambon at f.zambon@ufl.edu.

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UF IFAS Gainesville Citrus Variety Display - **RSVP's are required**

The Teaching Orchard

1786 IFAS Research Drive, Gainesville, FL

Date: November 18, 2024

Time: 10:00 AM

Dr. Chaparro and his team will provide presentations by researchers on the progress of citrus breeding. Attendees will have the opportunity to sample mandarin, sweet orange and grapefruit-like breeding selections and provide feedback. A tour of the breeding field plots and replicated tests may be available after the main program. Lunch will be provided at the conclusion of the event.

RSVP requested by no later than November 12, 2024 to Lucy.Torres@ffva.com

Whitmore Farm Field Day - **RSVP's are required**

The Teaching Orchard

23402 USDA Road, Groveland, FL

Date: December 6, 2024

Time: 10:00 AM

Hosted by the USDA-ARS and Citrus Research Foundation, this tour will include a new early-orange planting, scion variety development, rootstock trials, the Whitmore rootstock seed-block, a demonstration planting, a hayride tour of the farm, and more. Researchers will be present during and after the tour to discuss projects and answer questions. Attendees will have the opportunity to sample citrus and avocados and provide feedback on each.

Many improvements have been made to the farm infrastructure since last year. Existing research is advancing, and new plantings have gone in the ground.

This event will end with lunch sponsored by Florida Citrus Mutual.

RSVP requested by no later than November 22, 2024 to Lucy.Torres@ffva.com

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2024-25 SPONSORSHIP OPPORTUNITIES

With the 2023/2024 citrus season wrapped up, we wanted to share information on the 2024/2025 sponsorship opportunities for your budget planning purposes.

IRCL Associate Membership \$300 Annually

Newsletter Advertising Rates (publication schedule - 10 issues: Sept – June)

Full Page – color \$300 per month or \$225 w/ a monthly commitment through June

Half-Page – color \$200 per month or \$150 w/ a monthly commitment through June

Business Card – color \$60 per month or \$50 w/ a monthly commitment through June

Treasure Coast Grown Fun Shoot – January 27, 2025, at Vero Beach Clay Shooting Sports

Thank you to our partners who've already committed – Hale Groves, Florida Coast Equipment, Everglades Farm Equipment, Wedgworth's, MBV Engineering and Farm Credit.

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Contact Karen at 772/595-5026 or karen@ircitrusleague.org for further details on the opportunities mentioned.

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INDIAN RIVER CITRUS LEAGUE ASSOCIATE MEMBERSHIP - \$300

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- 1/2 Page
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\$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. • P l e a s e email all advertising materials to graphics@hirize.us
- Design services available for an additional fee

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

- 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), jpg (Adobe Photoshop)

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 karen@citrusleague.org.

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