

# RIVER RAMBLINGS



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Nov  
2024

## 2025 IRCL FUN SHOOT

Mark your calendars for January 25, 2025, for the Indian River Citrus League Fun Shoot.



The event will be held again at Vero Beach Clay Shooting Sports located at 5925 82<sup>nd</sup> Avenue in Vero Beach. With the venue situated among beautiful hammocks of palms and oaks, it offers an enjoyable backdrop for our event. The event starts at 8:30 a.m. for check in and shot gun start at 9:30 a.m.

Indulge in a comfortable dining experience for lunch at the newly opened Marsh Bistro. Also, there will be plenty of raffle prizes, to include a shot-gun raffle and a green bird 50/50 pot.

**We invite you to join us as a corporate sponsor.** This is a great opportunity for your company to receive exposure and be part of the fun and networking. Our event provides different sponsorship levels to include shooting teams.....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.**

We are thrilled by the generosity of **Everglades Farm Equipment** who is our sponsor for Shot Gun. **Florida Coast Equipment** joins us again as our lunch sponsor.

**See SHOOT, page 3**



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## **SHOOT, con't from 1**

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.



Thank you to our generous sponsors to date whose investment makes this shoot possible:

**Hale Groves**

**Florida Department of Citrus**

**CRAFT Program**

**Florida Coast Equipment**

**Everglades Farm Equipment**

**Farm Credit**

**Natalie's Orchid Island Juice. Co.**

**Peace River Citrus Products**

**Total Golf Cart**

**MBV Engineering**

**Egan Fruit Packing**

**Wedgworth's, Inc.**

**Carden & Associates**

**The Story Companies**

There's still room to add your name! For more information, please contact Karen at 772/595-5026 or [karen@ircitrusleague.org](mailto:karen@ircitrusleague.org)



# MILLENNIUM BLOCK FIELD DAY SHOWS CITRUS GREEN-TOLERANT VARIETIES

FORT PIERCE, Fla.---Flavia Zambon welcomed more than 60 attendees, including citrus growers, state regulators and journalists, at the UF/IFAS 2024 Millennium Block Field Day on November 7.

The UF scientists and visitors enjoyed the second consecutive year of data that points to two new varieties that appear to tolerate citrus greening, the world's most serious citrus disease.

"The Millennium Block Field Day 2024 was successful due to a revamp on the event's format and the participation from growers and those who have a stake in the industry," said Zambon, assistant professor of horticultural production at the UF/IFAS Indian River Research and Education Center (IRREC) in Fort Pierce. Zambon leads citrus production research at IRREC. Joining Zambon for the guided tours was Matt Mattia, the research geneticist (plants) at the neighboring U.S. Department of Agriculture – Agriculture Research Service – U.S. Horticultural Research Laboratory (USDA-ARS-USHRL).

The new format of the Millennium Block Field Day included guided tours through the 20-acre active research block. Tour participants could explore the trees by exiting the trolley, observing fruit showing tolerance to citrus greening, and comparing valuable research data in the handout guide. This year marks the third harvest of the 5-year-old trees, to begin in one week. Trees at the Millennium Block never received any antibiotic injections, said Zambon.

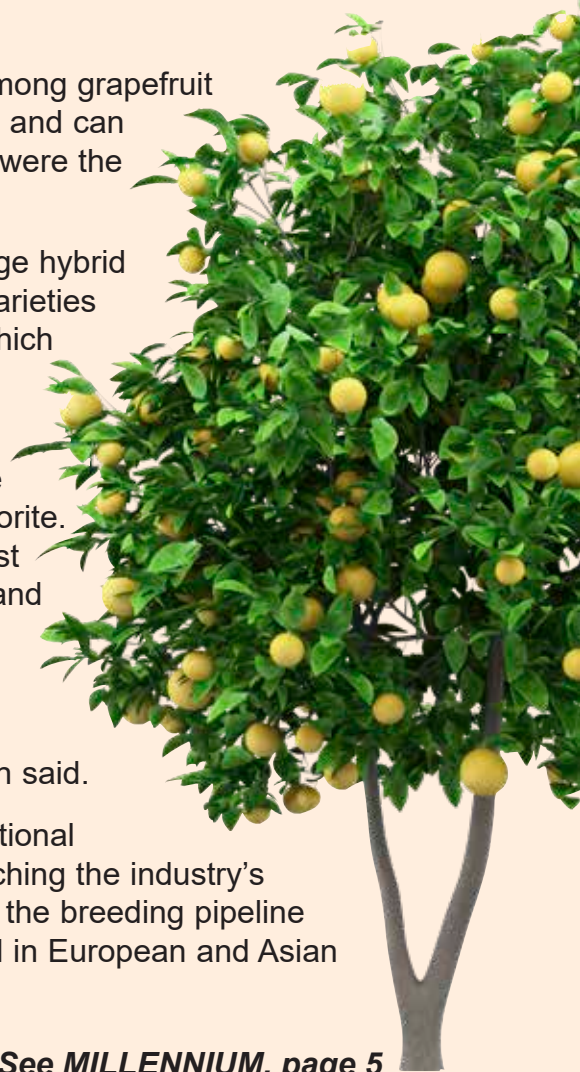
"Dr. Zambon led the tour that stopped at six citrus combinations, among grapefruit and navels. But two grapefruit varieties that tolerate citrus greening and can produce ample fruit yield and juice for profitable grower operations were the event's highlight," said Mark Kistler, IRREC's center director.

"The two varieties that give our growers hope are a grapefruit-orange hybrid called 'Triumph' and a pummelo-hybrid named 'UF-914'. The two varieties stand out in our efforts to identify citrus that tolerate the disease, which is one of the current research aims of the Millennium Block," said Zambon.

At this year's Millennium Block Field Day, attendees could taste the fruit from the trees they visited during the tour and choose their favorite. Kistler said the variety 'UF-914' won the taste test based on the best flavor, Brix--also known as sugar content, and overall appearance and texture.

"The red flesh of the 'UF-914' fruit bred by UF/IFAS Professor Dr. Fred Gmitter resembles a grapefruit, except for its thick rind, characteristic of pummelos. It produces market-ready fruit," Zambon said.

"'Triumph' is a white seedy grapefruit-orange hybrid showing exceptional tolerance to citrus greening, with a full-dark green canopy, and reaching the industry's juice quality and yield standards. We expect to insert 'Triumph' into the breeding pipeline to produce seedless fruit, desired by elite markets domestically and in European and Asian markets," said Zambon.



See *MILLENNIUM*, page 5

## **MILLENNIUM, con't from 4**

To reach this intended goal, Zambon is collaborating with researchers across the state to unveil the secrets that 'Triumph' holds, giving the growers the solutions they need to produce the world's finest grapefruit.

Field day attendees included researchers and administrators representing the UF/IFAS Horticulture Science Department, the USDA-ARS, the Florida Department of Citrus, and the Florida Department of Agriculture and Consumer Services (FDACS).

Trevor Smith, director of the FDACS – Division of Plant Industry, was among the first attendees to arrive at the Millennium Block Field Day.

"Florida's citrus industry is in a tight spot right now. We will use a multi-prong approach to solve the citrus greening problem: trees that can withstand the disease, treatment for psyllids, the invasive insect associated with citrus greening, breeding and other factors," said Smith. "The Millennium Block is an excellent example of multiple agencies working together for a common cause: to find varieties that will produce high-quality fruit in the conditions we find ourselves in today."

If you have any questions or want to schedule a visit at the Millennium Block, please contact Flavia Zambon at [f.zambon@ufl.edu](mailto:f.zambon@ufl.edu) or 772-577-7376.

Research for the Millennium Block was previously funded by The Florida Department of Citrus, The UF/IFAS Dean for Research, and the Citrus Research and Development Foundation.



## **REMINDER: FDACS' NEW COST SHARE APPLICATION PORTAL IS AVAILABLE**



The Florida Department of Agriculture and Consumer Services' Office of Agricultural Water Policy announced updates to the Best Management Practices Program (BMP) Cost Share Program. The new application portal opened on Monday, September 23, 2024. Applicants can submit applications directly via smartphone or computer. With clearer guidelines on eligible reimbursement items, an enhanced reimbursement option is available for those who enter a confidential data-sharing agreement.

Updates to the BMP Program are designed to increase accessibility and transparency. Fully trained field staff are ready to assist with the transition and application process for interested individuals.

To learn more about the BMP Program and access the application, select the button below:

[\*\*LEARN MORE ABOUT THE BMP COST SHARE PROGRAM\*\*](#)

**Source: Florida Citrus Mutual**

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# CITRUS VARIETY DISPLAYS & FIELD TOURS

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.

Please note that **RSVP's are required for the Gainesville and USDA Whitmore events**, in order to plan accordingly for the meals.

## **UF-IFAS CREC Events - Lake Alfred** **700 Experiment Station Rd., Lake Alfred, FL – Ben Hill Griffin Auditorium**

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

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.

## **Whitmore Farm Field Day** **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.

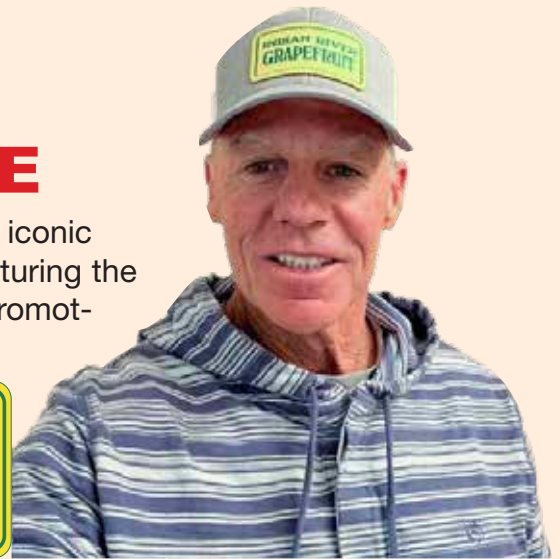
**RSVP requested by no later than November 22, 2024 to [Lucy.Torres@ffva.com](mailto:Lucy.Torres@ffva.com)**



# 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](http://www.irgrapefruitshop.com) to order your merch!



## BOARD OF DIRECTORS

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## ALTERNATES

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**Tom Hammond**  
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Premier Citrus

**Jimmy Martin**  
Egan Fruit Packing  
**Tom Mitchell**  
Riverfront Packing Company

**Marygrace Sexton**  
Natalie's Orchid Island Juice Co.

## UPCOMING EVENTS

### Citrus Estimate

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

December 10, 2024  
January 10, 2025  
February 11, 2025  
March 11, 2025  
April 10, 2025  
May 12, 2025  
June 12, 2025  
July 11, 2025

### IRCL Fun Shoot

January 25, 2025  
Vero Beach

### Florida Citrus Hall of Fame

March 28, 2025  
Lakeland





# 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.

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



Contact Karen at 772/595-5026 or [karen@ircitrusleague.org](mailto:karen@ircitrusleague.org) for further details on the opportunities mentioned.

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# Advertising Opportunities

With the citrus season wrapped up, we wanted to share information on the new sponsorship opportunities for your budget planning purposes. Contact Karen at 772-595-5026 or [karen@ircitrusleague.org](mailto: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. • P l e a s e email all advertising materials to [graphics@hirize.us](mailto: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](mailto:karen@citrusleague.org).

## ASSOCIATE MEMBERS

Aglime Sales  
AgLogic Chemical  
Agromillora  
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Carden & Associates, Inc.  
Carter & Associates, Inc.  
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