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FEB  
2025

## 2025 INDIAN RIVER CITRUS LEAGUE FUN SHOOT

The Indian River Citrus League Fun Shoot, held on January 25 at Vero Beach Clay Shooting Sports in Vero Beach, had a great turnout on one of the coldest days this year so far. The cold temps didn't detour the shooters from coming out and enjoying a beautiful morning on the course.

Huge thank you to **Hale Groves** as Title Sponsor of this event. This event would not have been possible without the unbelievable support from Alex Brown and his fantastic staff at Hale Groves.

We also thank **Florida Coast Equipment** for once again participating in the event as the lunch sponsor with shooters enjoying a delicious lunch by Marsh Bistro, the newly opened restaurant at the club.

We are grateful for the generosity of **Everglades Farm Equipment**, who once again sponsored the Shot Gun Raffle, which is one of the popular raffles. There was also a green bird 50/50 cash pot raffle with the winner taking home \$500 in cash!

**Sailfish Brewing Co.** also donated their custom brewed beer for shooters after coming off the course.

Congratulations to the following winners of the shoot: **First Place: Faulkner Tree Service, Second Place: Hale Groves #1 and Third Place: Wedgworth's, Inc.** Top Male Shooter: Joey Casson and Top Female Shooter: Stephanie Cobb.



See *SHOOT*, page 3





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## SHOOT, con't from 1

Our very own Indian River citrus grower and board member of the League, Rusty Banack, was the winner of the Shot Gun Raffle. He went home with the Beretta A300 Ultima 12G 30" shot gun. Congrats, Rusty.

The funds generated from the event will allow the League to continue representing our grower base on issues impacting our industry, along with enhancing and protecting the iconic citrus industry here in the Indian River growing district and desires to continue in that role as this industry rebuilds.

Thank you to all our Indian River Citrus League Fun Shoot sponsors for your support in making this a successful event!!

### Title Sponsors

Hale Groves

### Coffee Bar

Egan Fruit Packing

### Industry Supporter

Florida Department of Citrus

### Lunch Sponsor

Florida Coast Equipment

### Cattle Sponsor

Farm Credit

Indian River Exchange Packers

MBV Engineering

Peace River Citrus Products

The Story Companies

Total Golf Cart

### Shot Gun Sponsor

Everglades Farm Equipment

### Table Sponsor

Wedgworth's, Inc.

### Cart Sponsor

Carden & Associates

### Beverage Cart Sponsor

Natalie's Orchid Island Juice Co.

## SEE PHOTOS ON PAGES 4-5

# WELCOME



## 2025









# WOMAN OF THE YEAR IN AGRICULTURE AWARD NOMINATIONS

Florida Commissioner of Agriculture Wilton Simpson announced the opening of the nomination process for the Woman of the Year in Agriculture Award and the Agricultural-Environmental Leadership Awards. The Woman of the Year in Agriculture Award annually recognizes the achievements of women who have made outstanding contributions to Florida agriculture. The Agricultural-Environmental Leadership Awards are presented annually, spotlighting environmentally innovative growers and ranchers who share a commitment to protecting and preserving Florida's resources while continuing to produce the world-class agricultural goods we rely on. Nominations for both awards must be submitted by March 1, 2025.

Nomination forms for the Woman of the Year in Agriculture Award can be obtained and submitted via this following link:

[\*Online Application for Woman of the Year in Agriculture\*](#)



## FLORIDA CITRUS HALL OF FAME INDUCTION LUNCHEON



Reminder of the Florida Citrus Hall of Fame Induction Luncheon being held on **March 28, 2025**, at the Florida Southern College in Lakeland, at the George W. Jenkins Fieldhouse. Our very own **Daniel R. "Dan" Richey, of Vero Beach** is one of the three distinguished leaders to include **Dr. Charles W. Adams (deceased), formerly of Auburndale, Fla.**, and **Dr. James H. "Jim" Graham, of Lake Alfred**, as the **Class of 2025** inductees.

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

with the inductees, attendees and government legislators prior to the luncheon. Tickets \$125 each or \$1,750 per table of eight, and are available on the website at [www.FloridaCitrusHallofFame.com](http://www.FloridaCitrusHallofFame.com)



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- An insect growth regulator (IGR) that affects ant reproduction
- Sterilizes the queen(s)/destroys the colony
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- Economical usage rates of 1-1.5 lbs. per acre

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- Economical usage rate of 1.5 lbs. per acre



Learn more about Extinguish® fire ant baits at [CentralAntControl.com](http://CentralAntControl.com) or call 800.347.8272.

# FLORIDA CITRUS SHOW



The Florida Citrus Show is not your average trade show. On March 13, the show will be hosted at the University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) Indian River Research and Education Center and the U.S. Department of Agriculture (USDA), Agricultural Research Service, U.S. Horticultural Research Laboratory in Ft. Pierce, FL. Seminars will be packed with the newest information for growers, and more than 50 top agricultural companies will be exhibiting at the tailgate in between

seminar sessions. The tailgate hub is located at the center of the show, filled with cold drinks, food and tailgate games.

Come ready to eat! Breakfast will be served at 8:00 a.m. Enjoy breakfast while networking with exhibitors before the general session at 9:00 a.m. After some informative educational sessions, join the tailgate party at 11:00 a.m. A complimentary lunch will be available for all attendees. There will be plenty of food to fuel up for the day as exhibitors will be sharing their favorite tailgate dishes for sampling! Be sure to stop by every booth so you can choose your favorite tailgate food. Growers will have the opportunity to win a \$500 cash prize by voting for the exhibitor they think should be the tailgate food champion. That's not all! Catch up with fellow growers over a game of corn hole.

The Trump administration came to office with a large agenda and has begun to put it into action. With a new administration at the helm, now is a good time to assess how policies and economics could affect agriculture.

Danny Munch will be speaking to provide an update on the economic landscape for specialty crop growers as 2025 unfolds. Munch is an economist with the American Farm Bureau Federation. In 2020, he graduated from Cornell University with a Master of Science in agricultural and food economics. Prior to joining Farm Bureau, he worked as a protein market commodity analyst.

Jamie Fussell, director of labor relations for the Florida Fruit & Vegetable Association, will discuss the labor situation and H-2A program during the Florida Citrus Show. He will touch on several topics, including the significant increases in the adverse effect wage rate that growers in Florida and other southeastern states have dealt with in recent years.

In the afternoon, breakout educational seminars focused on citrus and small fruits and vegetables will be presented. To cap off the day, attendees will tour a U.S. Department of Agriculture grove in which alternative trunk-injection therapies are being evaluated. The research has been commonly referred to the "grove-first approach" in the industry.

***See CITRUS SHOW, page 9***





## **CITRUS SHOW , con't from 8**

Another new element to the show will be a grove tour. When a new tool to manage HLB is discovered, it must be tested in the grove in new varieties or in treatments like trunk injection. During the afternoon, attendees will have the chance to tour two experimental groves to see this type of research in action.

Attendees will see trunk-injection therapies being evaluated at the U.S. Department of Agriculture Agricultural Research Service (USDA-ARS) Picos Research Farm. Growers will see how USDA-ARS scientists are testing new HLB solutions at the farm, home of the Grove-First test site. They will get a behind-the-scenes look at Valencia trees responding to innovative trunk-injection treatments and learn about the framework for finding injectable treatments that improve tree health and fruit quality. Take advantage of this chance to see HLB research and talk face-to-face with Grove-First scientists.

In addition, growers can visit the Millennium Block at the University of Florida Institute of Food and Agricultural Sciences Indian River Research and Education Center. It is Florida's most comprehensive research block for newly developed varieties. The block consists of 5,500 non-injected trees divided into four independent trials established in 2019. During the 2023–24 season, Triumph and UF-914 showed high productivity, yielding over 200 boxes per acre at a density of 227 trees per acre. These trees also exhibited excellent fruit quality, with Brix levels ranging from 8 to 9 — well above the industry standard of 7 Brix for fruit maturity.

Registration is complimentary for commercial growers, farm owners and managers, professional crop advisers, association executives and board members, and the government, legislative and agricultural research communities.

For more information, go online to: <https://citrusindustry.net/florida-citrus-show/>



# BROOKE L. ROLLINS SWORN IN AS 33RD U.S. SECRETARY OF AGRICULTURE

Brooke Rollins was sworn in as the 33rd U.S. Secretary of Agriculture by Associate Justice of the U.S. Supreme Court Clarence Thomas in a private ceremony today at the Supreme Court building. The U.S. Senate confirmed Rollins by a vote of 72-to-28.



“It is the honor of a lifetime to serve as the nation’s thirty-third Secretary of Agriculture — and a privilege beyond description to have the trust of President Donald J. Trump, and the opportunity to advance his agenda. I am thrilled to lead the United States Department of Agriculture and to serve the people of this country,” said U.S. Secretary of Agriculture Brooke Rollins. “Every day, I will fight for American farmers, ranchers, and the agriculture community. Together, we have an historic opportunity to revitalize rural America and to ensure that U.S. Agriculture remains the best in the world for generations to come.”



Upon nominating Brooke Rollins in November, President Donald J. Trump said, “Brooke’s commitment to support the American Farmer, defense of American Food Self-Sufficiency, and the restoration of Agriculture-dependent American Small Towns is second to none.”

## About Secretary Rollins:

Brooke Leslie Rollins is originally from Glen Rose, Texas. Most recently, Rollins served as the Founder, President, and Chief Executive Officer of the America First Policy Institute (AFPI). During President Trump’s first administration, she was the Director of the Domestic Policy Council and Assistant to the President for Strategic Initiatives in the White House. She also previously served as Director of the Office of American Innovation. In these roles, she developed and managed the transformational domestic policy agenda of the Trump Administration, leading to historic achievements for the American people.

Rollins graduated with honors from Texas A&M University with a degree in agricultural development and was the first female to be elected student body president. After earning her Juris Doctor with honors at the University of Texas School of Law, she served as Governor Rick Perry’s policy director before running the Texas Public Policy Foundation (TPPF) for 15 years. At TPPF, Rollins elevated a small policy organization to a national force and redefined the possibilities for a state-based think tank — setting the model and aspiration for AFPI. Rollins and her husband, Mark, call Fort Worth, Texas home, and spend a large majority of their free time taxiing their four very active children to baseball games, cattle shows, piano lessons, and Aggie football games.



**Source: USDA**





**When:** March 13, 2025

**Where:** Indian River Research and Education Center and U.S. Horticultural Research Laboratory in Fort Pierce

**Registration and More Information:**  
[citrusindustry.net/florida-citrus-show](http://citrusindustry.net/florida-citrus-show)

**DON'T MISS YOUR CHANCE TO LEARN AND NETWORK WITH YOUR PEERS!**

### SEMINAR TOPICS INCLUDE:

- Farm policy and regulatory update and outlook
- Next steps in the fight against HLB
- Unveiling water cost-share programs and incentives to get more trees planted
- Deep dive and tour of the "Grove-First" approach and the evaluation of alternative trunk-injection therapies
- A look at new varieties and rootstocks with improved HLB tolerance and the quest for an HLB-resistant citrus tree
- Grower panel discussion on keeping citrus trees alive and productive in an HLB-endemic environment
- Breakout seminar dedicated to vegetable production and best practices

**THANK YOU,  
SPONSORS**



**Register Today! [citrusindustry.net/florida-citrus-show](http://citrusindustry.net/florida-citrus-show)**

# CRAFT CYCLE SIX AND EXISTING TREE THERAPIES ROUND THREE UPDATE



CRAFT received 227 New Tree Planting applications, including 13 solid-set projects featuring plant material from the Program for Expedited Propagation (PEP), 50 traditional solid-set projects and 164 reset applications, representing almost 10,000 acres of new planting proposal applications. CRAFT also received 662 Existing Tree Therapies Round Three (ETT) applications covering approximately 47,000 acres for inclusion in the ETT program. This demand exceeded the funding available for both programs.

The CRAFT Technical Working Group (TWG) and Board of Directors has completed their review of all eligible CRAFT

New Planting and ETT applications and contracts have been mailed to the applications selected for funding. The selected applicants have received their contracts with instructions on how to complete their contracts by the specified deadline. All CRAFT New Planting must be returned by **February 28, 2025**. The contract package includes instructions regarding next steps and payment processes. Participants should read the instructions carefully before signing and returning their agreements. Applicants who received contracts are highly encouraged to return them as soon as possible to secure their funding agreements.

Any applications that were not selected for funding during this initial review have been added to the waitlist. As funding becomes available, additional contracts may be extended to applicants on the waitlist.

The CRAFT team is excited to work with our participating growers as they get started with these new projects. If you have any questions, please contact Steven Hall, CRAFT Executive Director, at [Steven@craftfdn.org](mailto:Steven@craftfdn.org) or **(863) 333-2931**





# Food Safety Event Calendar

## Winter/Spring 2025



**Produce Safety**  
ALLIANCE

### Produce Safety Alliance Grower Training

A one-day course for produce growers and packers who fall under FSMA's Produce Safety Rule.

- **January 15<sup>th</sup> – West Palm Beach**  
<https://psa011525.eventbrite.com>
- **March 5<sup>th</sup> – Quincy**  
<https://psa030525.eventbrite.com>
- **March 27<sup>th</sup> – Dover**  
<https://psa032725.eventbrite.com>
- **April 1<sup>st</sup> – Immokalee**  
<https://psa040125.eventbrite.com>

### Remote- Produce Safety Alliance Grower Training

A three-day, three-hour virtual course for fruit and vegetable growers and packers who fall under FSMA's Produce Safety Rule.

- **February 4<sup>th</sup> – 6<sup>th</sup>**  
<https://psa020425.eventbrite.com>
- **April 8<sup>th</sup> – 10<sup>th</sup>**  
<https://psa040825.eventbrite.com>
- **June 3<sup>rd</sup> – 5<sup>th</sup>**  
<https://psa060325.eventbrite.com>

**UF** | IFAS Extension  
UNIVERSITY of FLORIDA



### Remote HACCP for Florida Fresh Fruit & Vegetable Packinghouses

A four-day virtual course focused on HACCP principles for fruit and vegetable packinghouses.

- **January 21<sup>st</sup> – 24<sup>th</sup>**  
<https://haccp012125.eventbrite.com>



### Food Safety Supervisor Training

A one-day course focused on food safety supervisor duties, regulatory /audit requirements, the "why" behind the requirements, and adult learning.

- **January 16<sup>th</sup>, 2025 – Palm Beach**  
<https://fsst011625.eventbrite.com>



### Food Safety Preventive Controls Alliance Training

A three-day course which teaches participants how to develop and document a Food Safety Plan based on the requirements of FSMA's Preventive Controls for Human Foods Rule for their specific operations.

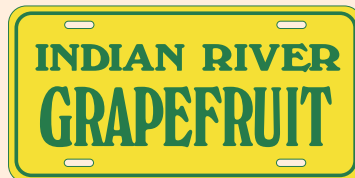
- **June 11<sup>th</sup> – 13<sup>th</sup> Lake Alfred**  
<https://fspca061125.eventbrite.com>

For registration questions, contact Sarah McCoy [sarahmccoy@ufl.edu](mailto:sarahmccoy@ufl.edu)

# 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

### Al Brown

Indrio Brands

### Rusty Banack

Banack Family Ltd.

### Emmett Evans

Evans Properties, Inc.

### George Hamner, Jr.

Indian River Exchange Packers

### Tom Jerkins

Premier Citrus

### Greg Nelson

Egan Fruit Packing

### 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

### Tom Hammond

Hammond Groves

### Jon Marone

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#

March 11, 2025

April 10, 2025

May 12, 2025

June 12, 2025

July 11, 2025

### Florida Citrus Show

March 13, 2025

Ft. Pierce

### Florida Citrus Hall of Fame

March 28, 2025

Lakeland

### Citrus Expo

August 20-21, 2025

Florida State Fairgrounds

Tampa





# 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.

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



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





# 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.
- Please 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  
AgroSource, Inc.  
Brown International Corp.  
Carden & Associates, Inc.  
Certis Biologicals  
Chemical Dynamics, Inc.  
Courson's Essential Supply Co.  
Diamond R. Fertilizer Co., Inc.  
Everglades Farm Equipment  
Farm Credit of Florida  
Florida Coast Equipment, Inc.  
Florida's Natural Growers  
Florida Research Center  
Glades Crop Care. Inc.  
Gowan USA  
Graves Brothers Company  
Helena Agri-Enterprises  
Heller Bros.  
Howard Fertilizer and Chemical  
Indian River Select  
John L. Minton, CPA  
MBV Engineering  
MetLife Investment Management  
Natalie's Orchid Island Juice Co., Inc.  
Nichino America, Inc.  
Palmdale Oil Company  
Peace River Citrus Products, Inc.  
Perricone-Schirard Grove  
Rabo AgriFinance  
Saunders Real Estate  
Soilcea  
Syngenta

