

Carter,Hannah S

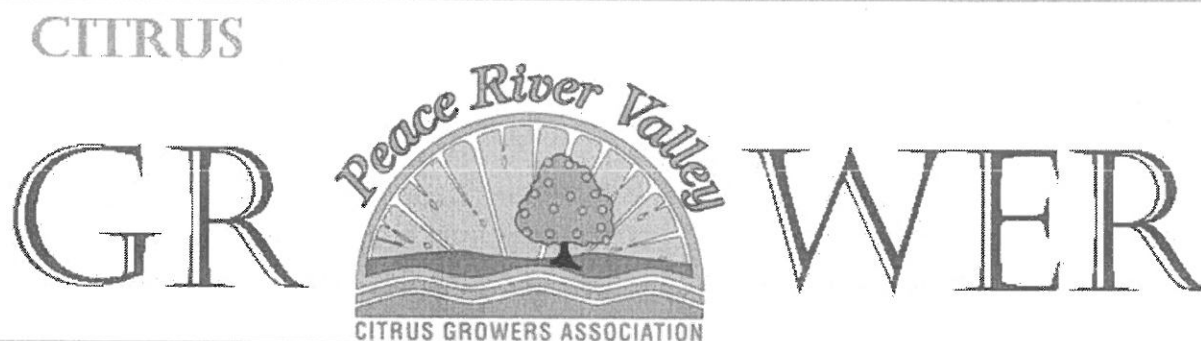
From: LeAnna Himrod <no_reply@fwtf.ccsend.com> on behalf of LeAnna Himrod <lhimrod@ufl.edu>
Sent: Saturday, November 08, 2014 8:55 AM
To: Carter,Hannah S
Subject: FW: PRVCGA November Newsletter

Dear Hannah Carter,

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LeAnna Himrod has forwarded this email to you with the following message: This is our new newsletter format, Constant Contact, that we used for our November newsletter.

Please Note: You have **NOT** been added to any email lists. If you no longer wish to receive these messages, please contact lhimrod@ufl.edu.



November 3, 2014

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FCC Approves Box Tax Reduction

The Florida Citrus Commission voted to cut taxes collected on citrus boxes in the 2014-15 season. The one year tax cut is expected to have a \$4.6 million impact on Florida Department of Citrus' revenue. The assessment will be reviewed again at the start of next year's season. A meeting has also been set to review the history and background of expense allocation methods and their impact. The meeting will be held 9:30 a.m. at the FDOC Headquarters in Bartow.

The assessment rates are as follows:

- Processed Orange - 20 cents; down 3 cents
- Fresh Orange - 5 cents; same as 2013-2014
- Processed Grapefruit - 27 cents; down 7 cent
- Fresh Grapefruit - 27 cents; down 7 cents
- Processed Specialty - 16 cents; unchanged
- Fresh Specialty - 7 cents, down 7 cents

The total 2014-2015 FDOC Operating Budget of \$38.2 million is \$20 million lower than the previous budget of \$58.4 million. The \$38.2 will be allocated as follows:

- \$4.2 million for Administrative Cost
- \$6.9 million for Research
- \$17.2 for Marketing and Public Relations
- \$7.5 for International Promotions
- \$2.4 million for Reserves.

Dr. Marisa Zanzler, the new Economic and Market Research Director, presented the 2014-2015 Florida Citrus Outlook at the October 22nd FCC meeting. The USDA October forecast was 108 million boxes, an increase of 3.4 million boxes over last season. The increase in the orange crop implies Florida OJ production will increase from 620.2 million SSE gallons in 2013-2014 to 656.6 million SSE gallons for this season. With aggregate Florida-Brazil OJ availability in mind, prices for processed early and mid-season oranges and Valencias is \$1.90 PPS and \$2.33 PPS respectively.

Retail OJ sales in 2014-2015 are projected at 512.7 million SSE gallons, down 1.8% from last season. Due to marginal decline, price levels will be \$6.26 per SSE gallon for 2014-2015, a .48% decrease from last year. U.S. presumed OJ consumption in 2014-2015 is estimated to be down 1.1% from last year. To view the full report please visit <https://fdocgrower.app.box.com/shared/2n5zfo2cur/1/76190650/22178980651/1>.

The first meeting of the Scientific Research and Advisory Committee has been scheduled for 1:30 p.m. at the FDOC Headquarters in Bartow. Committee members include: Tim Anglea, Kevin Gaffney, V.C. Hollingsworth, Pat Schirard, Hugh English, Mike Haycock, Tom Mitchell and Emery Smith. This is the first step in improving the relevance and value of the Scientific Research Department. Look for further updates in upcoming editions of the *Orange Door* or *The Citrus Grower*.



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November 20 Bus Tour

The PRVCGA Bus Tour has been scheduled for November 20. The bus will depart from the Hardee Civic Center at 8:30 a.m. and return at 4:30 p.m. Stops will include the CREC in Lake Alfred, where attendees will be touring the Citrus Under Protective Screening (CUPS) and hear a presentation from Dr. Arnold Schumann. Attendees are asked to not enter into a grove before coming to the CREC. The next stop will be the FDACS Arboretum in Winter Haven, where staff will present a tour and discussion on the antimicrobial trials currently underway there. An inside look at the Citrus Budwood Facility will be included.

The rootstock trials and evaluation being done at the St. Helena Grove near Lake Wales will be another topic included in the tour. Dr. Jude Grosser will be providing a presentation and a tour of the grove. Our last stop on the tour will be at the Biological Control Lab in Dundee. There will be a tour and a presentation on the *Tamarixia radiata* wasp. We want our attendees to leave with a better understanding of the short term and long term solutions for growing citrus in the HLB era.

Lunch will be provided. Please RSVP to Katie at 863-494-0061 or oj@prvcitrus.org. We would like to thank our sponsor, Yara North America, for making this event possible.

Tree Assistance Program



The USDA Farm Service Agency Tree Assistance Program has been an important topic of discussion over the last few weeks. Our office has TAP program informational packets that include the forms needed to apply and a step by step list of procedures on how to participate in the program. Members are welcome to come by the office or contact us to acquire a copy. We have included a condensed version of the step by step application process below. We encourage all growers to update their agricultural accounts with the Farm Service Agency, as this is necessary for the TAP program and there may be other cost share or disaster relief programs available in the future.

Step 1: Determine if you exceed the \$900,000 AGI for the applicable years according to your loss year. If you exceed a \$900,000 AGI you are not eligible.

Step 2: Determine how many eligible blocks you have in the county.

Step 3: Determine if you have suffered a greater than 18% loss (15% due to greening, 3% normal mortality) in the eligible block(s). For any disaster other than greening the 18% must be suffered during the applicable crop year. For greening the 18% loss may be annually or cumulative over 6 years.

Step 4: Gather your records from October 1, 2011 to the present and separate them by the year including:

- Proof of inventory each year (number of trees)
- Proof of BMP's - any receipts you have available
- Proof of tree mortality - any kind of receipts that you have available
- Proof of site prep - this includes tree removal and cleanup to prepare the land for resets
- Proof of tree replacement (resets) - any kind of receipts that you have available
- Proof of tree replanting costs - any kind of receipts that you have available
- Proof of cause of loss
- If you performed the work yourself you must submit cost estimates for site prep and replanting activities.

Step 5: Contact your local FSA office to set up an appointment to review your records and determine if you wish to file a TAP application for the loss or submit your yearly loss records for cumulative years for greening.

REMEMBER: Eligible owners are required to submit actual cost documentation for all components of the completed practices. Receipts should include the following:

- Date
- Vendor's name
- Vendor's location

IMPORTANT: Applicants receiving TAP payments, or any other legal entity or person who furnishes information for the purposes of enabling such participant to receive a payment must:

- Maintain any books, records, and accounts supporting any information furnished for 3 years following the end of the calendar year that the request for payment was filed
- Allow authorized representatives of USDA and OIG, during regular business hours, to inspect, examine, and make copies of such books or records, and to enter upon, inspect and verify all applicable acreage where the applicant has an interest for the purpose of confirming the accuracy of information provided by or for the applicant.

The first deadline is 1/31/15 if you wish to file for 10/1/2011 thru 12/31/2014.



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Citrus Tax Data Collection

The Department of Revenue periodically reviews the assessment rolls of each Florida County by collecting information on expenses in order to estimate citrus (greenbelt) land values. "Greenbelt" allows citrus to be taxed as an income value rather than a much higher market value of the property. DOR would like you to complete the attached survey in order to accurately value the properties and minimize property tax inconsistency. Please visit [http://www.prvcitrus.org/uploads/3/1/0/8/3108004/citrus data collection template 15 ids.pdf](http://www.prvcitrus.org/uploads/3/1/0/8/3108004/citrus_data_collection_template_15_ids.pdf) to acquire the form and submit this information.

Member Spotlight - Hugh Taylor

It was only a matter of time before our member spotlight would feature past PRVCGA President Hugh Taylor. Hugh has always been an active member of PRVCGA, serving on the Board of Directors for 10 years. Recently, Hugh served on the Executive Director Search Committee responsible with the task of hiring the new PRVCGA Executive Director. You can usually find Hugh at any Association event, always willing to offer his time. One of Hugh's best memories of serving on the PRVCGA Board of Directors is the discussion held at the meetings. Hugh says, "Not everyone would agree with each other on issues, but we always respected each other and left there on friendly terms."



Agriculture has been a large part of Hugh Taylor's family for generations, as he is the 4th generation to farm in Manatee County. In fact, Hugh family still owns 40 acres that have been in his family since 1897. Hugh's father, Andy, planted 15 acres of citrus in 1957 with acreage added in subsequent years. However, like many others, the freezes in 71' and 72' put Taylor Citrus on hold, turning the grove into improved pasture for cattle. Cattle remain another facet of his business today.

Hugh graduated from the University of Florida in 1973 with a Bachelor's Degree in Food and Resource Economics. Returning to Manatee County in 1976, Hugh worked for the Florida Department of Agriculture. Soon thereafter, he began his career at Farm Credit and has been working there for 37 years. In 1994, Hugh decided it was time to replant citrus. Through 1994-1997, he replanted 60 acres and has been growing citrus ever since.

While at college in Gainesville, Hugh met his wife, Linda. He and Linda have been married for 41 years and are the proud parents of 2 daughters, Amanda and Alicia. Both Amanda and Alicia are attorneys with degrees in agriculture. Hugh believes in giving back. He volunteers as a director of the livestock program at the Manatee County Fair, the second largest livestock program in the state. Hugh says, "It's good to give back. Someone did this for my daughters so I thought I should do it for the kids that followed." Hugh also serves as an active member and director with the Manatee County Farm Bureau.

Like many growers, Hugh is "cautiously optimistic" when thinking about the future of the citrus industry. He is hopeful that the current antimicrobial trials will bring results in the near future. "I think the research community is feeling the pressure," he mentions. He is also very mindful that the industry is at the mercy of the consumer. "We will ultimately do what the consumer wants...it is our job to educate them on what we are doing to save our trees and why, and that we care about the quality of our product."

Anyone that knows Hugh can attest to his thoughtful demeanor and his genuine willingness to offer his assistance whenever needed. Hugh's vast knowledge of the Association and the industry makes him an unfailing mentor. It is members like Hugh Taylor that have made this Association what it is today and what it will become tomorrow.

FDACS BMP Cost Share Program

The FDACS Office of Agricultural Water Policy is working with multiple partners, including USDA-NRCS, DEP, Water Management Districts, and Soil and Water Conservation Districts, to provide funds that assist farmers in implementing Best Management Practices. To be eligible to participate in a FDACS Cost-

share program, the project site must be in regulatory compliance and the applicant must enroll in an applicable FDACS-adopted BMP program.

Eligible BMPs and Cost-Share Amounts:

Reimbursement for the equipment below will be 75% of the cost, up to \$15,000 per NOI:

<ul style="list-style-type: none"> • Solar water pump system • Electric water pump system • Closed pipeline water delivery • Watering trough • Concrete slab for well protection • Shell aggregates for mineral boxes, feed bunks, and molasses tanks • Rock aggregates for creek crossing • Culverts with riser board structures • Cross fencing for rotational grazing • Board Fencing for Pump Protection • Wetland exclusion fencing/temporary fencing for Cow/Calf • Soil moisture measuring probes 	<ul style="list-style-type: none"> • Stable base for watering trough (shell or concrete Pad) • SPAD Meter or other similar equipment • Cardy Meters or other similar proven equipment • Basic GPS Units that do not require an RTK receiver • Soil compaction meter • Nurse tank and injection pump for fertigation • Automated fertigation and irrigation controllers for drip systems • Other water conservation projects (as approved by FDACS)
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Reimbursement for the equipment below will be 75% of the cost up to \$50,000 per NOI:

<ul style="list-style-type: none"> • Precision fertilizer application equipment- with use of a GPS/light bar. For pull spreaders, only variable-rate applicators will be cost shared. • RTK-corrected GPS units • Strip-till units • No-till drills 	<ul style="list-style-type: none"> • Subsoiler levelers • Pasture aerators • Cover crop rollers • Pasture drags (chain harrows) • Weed wipers • Planter retrofits for no-till drills
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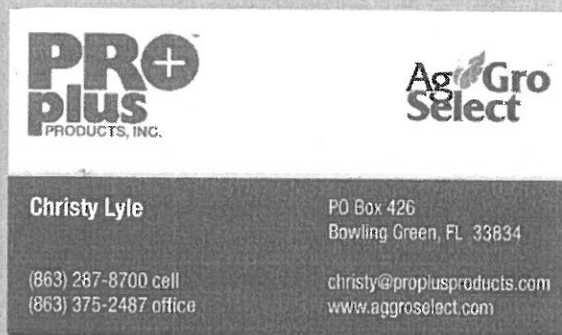
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CHMA Update

PRVCGA has been working with UF-IFAS and FDACS to promote "area-wide" spray applications and the notion that growers should be coordinating their psyllid sprays not necessarily using the same

product, but the same mode of action. Successful psyllid management is a team effort and will only be successful with all citrus growers as participants. PRVCGA has held two grower forums with growers from Hardee, DeSoto, Manatee, Sarasota, and Charlotte County. CHMAs and coordinated spraying served as a main point of discussion during the forums. Since the forums, The Hardee County CHMA leaders have met to finalize the last two sprays of 2014 and to outline a coordinated spray schedule for the 2015 year. CHMA leaders have reached out to growers and caretakers, garnering strong support for the plan. The October coordinated spray encompassed over 10,000 acres, serving as a huge accomplishment for the region. It is expected for the acreage to increase as more growers participate and join the coordinated spray program.

PRVCGA is in the process of scheduling CHMA Meetings in DeSoto, Manatee, and Sarasota County in order for a county-wide CHMA spray program to be developed. PRVCGA will play an integral role in the implementation of the program and will work to encourage participation among growers in their designated CHMA. We remain hopeful that the CHMA programs will be developed and managed successfully in order to see our psyllid numbers decline in the Peace River Valley region.

	Psyllid Counts	
	Cycle 55 (9/8/14 - 9/26/14)	Cycle 56(9/28/14 - 10/17/14)
West Manatee	0	0.05
East Manatee	3.88	0.81
Manasota	8.39	7.45
Charlotte	4.31	2.21
NW Hardee	11.10	8.35
NE Hardee	16.07	15.70
SW Hardee	3.47	2.76
SE Hardee	9.30	8.22
NE Desoto	1.92	2.12
NW Desoto	4.92	4.31
SE Desoto	9.68	3.29

PRVCGA strives to offer our members the best service possible. If you have an questions or comments about our new format please fell free to contact Katie at 863-494-0061 or oj@prvcitrus.org

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In Memory: Joe L Davis Sr.

It is hard to imagine a Florida citrus industry without Joe L. Davis Sr. Born and raised in Hardee County, Davis quickly emerged as a leader in the citrus industry and real estate business through his self-made endeavors, accrediting his passion as Florida citrus. Davis Citrus Management Inc. owns close to 2,500 acres in Hardee, Polk, Highlands, and DeSoto Counties. An active advocate for the industry, Davis served on the Florida Citrus Commission for nearly 16 years and on the Board of Directors of Florida Citrus Mutual. Davis was inducted into the Florida Citrus Hall of Fame in 1999. A man whom everyone respected and appreciated, we will greatly miss his clever insight and wise guidance. Davis passed away on October 15, at the age of 91. Joe L. Davis Sr. will forever be remembered as a man that shaped the citrus industry into what it is today.



<http://www.theledger.com/article/20141017/NEWS/141019374/1410?p=1&tc=pg>

PRVCGA Associate Members

Our Associate Members support PRVCGA and the citrus growers in the Peace River Valley region by providing excellent services and care. We recommend utilizing their services. Please find a list of our Associate Members by visiting <http://www.prvcitrus.org/associate-members.html>

Educational Opportunities

Thursday, November 6

8 a.m. Certified Crop Advisers Seminar. South Florida State College, Highlands Campus, 600 W College Dr., Avon Park. RSVP by contacting Lorrie at 863-784-7033 or corporatetraining@southflorida.edu.

9:30 a.m. FDOC Allocation Workshop. FDOC Headquarters, 605 E Main St., Bartow. For more information please visit <https://fdocgrower.app.box.com/s/2s0asr5b4wxh9krf0wst>.

10 a.m. IFAS Varieties Display. CREC, 700 Experiment Station Rd., Lake Alfred. Please RSVP to Lucy at lucy.nieves@ffva.com

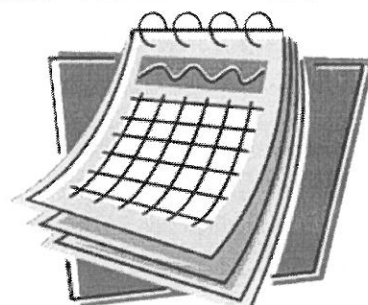
1:30 p.m. FDOC Scientific Research Committee Meeting. FDOC Headquarters, 605 E Main St., Bartow. For more information please visit <https://fdocgrower.app.box.com/s/81f3knkwxle3ww1j0n7d>.

Thursday, November 20

8:30 a.m. PRVCGA Bus Tour. Departing from the Hardee Civic Center, 507 Civic Center Dr., Wauchula. RSVP to Katie at 863-494-0061 or oj@prvcitrus.org.

Wednesday, December 3

8 a.m. Rootstock Field Day. CREC and St. Helena trial location, 700 Experiment Station Rd., Lake Alfred. Bus transportation will depart from the CREC at 8 a.m., 9:15 a.m., 10:30 a.m. Individuals will be allowed



to register your selected time on a first come, first served basis. Register at <http://www.eventbrite.com/e/rootstock-field-day-tickets-13260856579>.

Friday, December 5

10 a.m. SWFREC Open House, 2685 SR 29 N, Immokalee. For more information visit <http://swfrec.ifas.ufl.edu/> RSVP to 239-658-3400 or rdeckers54@ufl.edu.

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Mission : To promote, protect, and enhance the ability of our members to produce citrus profitability and efficiently.

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