



Citruslines

The Mission of UF/IFAS is to develop knowledge in agricultural, human and natural resources and to make that knowledge accessible to sustain and enhance the quality of human life.

Summer 2010

July, August & September

UF UNIVERSITY of FLORIDA

IFAS Extension

Lake County Extension



Upcoming Events

<http://cfextension.ifas.ufl.edu/calendar.shtml>

Market Maker Program	Tavares	July 27th
Small Farms Conference	Kissimmee	July 31-Aug 1st
Field Trip	S. Florida	August 11th
Private Applicator License Training	Sanford	August 17th
Citrus Expo	Fort Meyers	August 18 & 19
How to Go Green and Save Green\$\$	Tavares	September 9th
Florida Citrus Agents Statewide Program	Tavares	September 29th

Summer is here! For my family that means trips to the beach and lots of water activities. We really enjoy the summer time as we much prefer hot over cold. Hopefully this summer will give you the opportunity to spend some time with your family. Summer is also a great time to continue to learn new things and with that idea in mind I would encourage you to take some time and attend your extension programs. As you can see above there are plenty of opportunities for you to participate in this summer! May you be blessed during this season.

COOPERATIVE EXTENSION SERVICE, UNIVERSITY OF FLORIDA, INSTITUTE OF FOOD AND AGRICULTURAL SCIENCES, Larry R. Arrington, Director, in cooperation with the United States Department of Agriculture, publishes this information to further the purpose of the May 8 and June 30, 1914 Acts of Congress; and is authorized to provide research, educational information, and other services only to individuals and institutions that function with non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, marital status, national origin, political opinions, or affiliations. Single copies of extension publications (excluding 4-H and youth publications) are available free to Florida residents from county extension offices. Information about alternate formats is available from IFAS Communication Services, University of Florida, PO Box 110810, Gainesville, FL 32611-0810.



Other events of possible interest

Packinghouse Day	Lake Alfred	August 26th
Indian River Post Harvest Workshop	Ft. Pierce	August 27th
Florida Citrus Agents Fall Program (alternate location if you cannot make September 29th in Tavares)	Bartow	October 14th

What is MarketMaker and How Can it Benefit Me?

MarketMaker is a national marketing effort which is supported by land grant institutions and many individual state department of agriculture. It was developed by the University of Illinois extension service and is intended to connect agricultural producers with markets. It uses the internet to provide a free forum for producers (you) and end users (buyers). The website can be found at <http://fl.marketmaker.uiuc.edu/index.php>.

The website offers the potential to search for target markets by area, household type, education, income level, race, food preference, and where some one was born. Why would this information be of interest? It would allow you to potentially understand where you could market your crop or where there may be an unfulfilled niche or an opportunity. Additionally buyers can search for eating and drinking establishments, farmers markets, food retailer, processor, producer/farmer,

wholesaler or winery. Within each of these categories you can further select more specific types. Think of this as a search tool specifically for those in agriculture or for people who desire direct access to agriculture.

Let's use an example, say you are growing a specialty tangerine that is not common in the traditional market place. You would sign up your business on MarketMaker for free and could let buyers know that this specialty tangerine is available, potentially a high end restaurant chef is searching for this tangerine for his masterpiece meal. He has been

Home Help About Us FAQs Contact Us Search Login

FLORIDA MARKET MAKER™
Linking Agricultural Markets

An interactive mapping system that locates businesses and markets of agricultural products in Florida, providing an important link between producers and consumers.

news
April 2010 eNews
The April 2010 MarketMaker eNewsletter is now available! Find out what's new in MarketMaker, learn MarketMaker tips & pointers, and view the latest businesses & MarketPlace advertisements.
[< Previous](#) | [Next >](#)
[<read more>](#)

Begin Your Search
Search for market demographics, local producers, and businesses in the food supply chain.

Register / Log In
To register your business with MarketMaker or to log into your existing account, click the button above.

Resources
MARKET MAKER
CLICK TO ACCESS
PARTNER SITES

- [Related Web Sites](#)
- [Factsheets & Publications](#)
- [Glossary](#)
- [News Feeds](#)
- [Events](#)

New Users
Are you new to MarketMaker?
Take a few minutes to learn how to use the mapping system and become familiar with the benefits of MarketMaker.
[Learn MarketMaker](#)

Case Studies
How can I use MarketMaker?
Learn how a farmer, a meat-packing plant and a grocery store can use MarketMaker.
[View Case Studies](#)

MARKETPLACE
buy & sell
FORUM

MARKET MAKER
BLOG

searching everywhere but cannot find it and the restaurants food service provider has never heard of it and alone offers it. The restaurant orders directly from you the grower and overtime you develop a good relationship. At the same time Mary in Topeka, Kansas likes the idea of getting Florida fresh tangerines for Christmas and orders some up as well. That is the beauty of the internet having the ability to directly connect people without a great deal of cost (in this instance free!).

The University of Florida did have to pay to become a member of MarketMaker but there is no cost for producers or buyers. The official "rollout" of MarketMaker will be on July 31st at the Small Farms Conference. We will be having a program on July 27th in which you can sign up your business with the goal of getting your presence secured on the Market-Maker site. We will be providing computers however the supply is limited. If you have a laptop or mobile computer please plan on bring it to the training session. Also due to the fact that we are limited by the number of computers this class will be limited. However, additional classes will be offered if demand warrants. So make sure to sign up quickly to ensure your spot and if the class is full we can add your name to the waiting list for a future class. Please call Maggie Jarrell to make sure that you are registered for the class at 352-742-3999 x 2730.



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SEARCH MARKETMAKER

Welcome to MarketMaker. The goal of MarketMaker is to make this site a resource for all businesses in the food supply chain. We are as interested in helping a grocery store find farm-fresh eggs as we are helping the farmer find a place to sell them.

Find a Business

Use this tool to find one or more food industry businesses based on the type of business, location and other optional parameters.

Business Type :

Producer Type :

Product Type (opt.) :

Product Attribute (opt.) :

Product Form (opt.) :

Methods of Sale (opt.) :

Markets Served (opt.) :

Select Search Area :

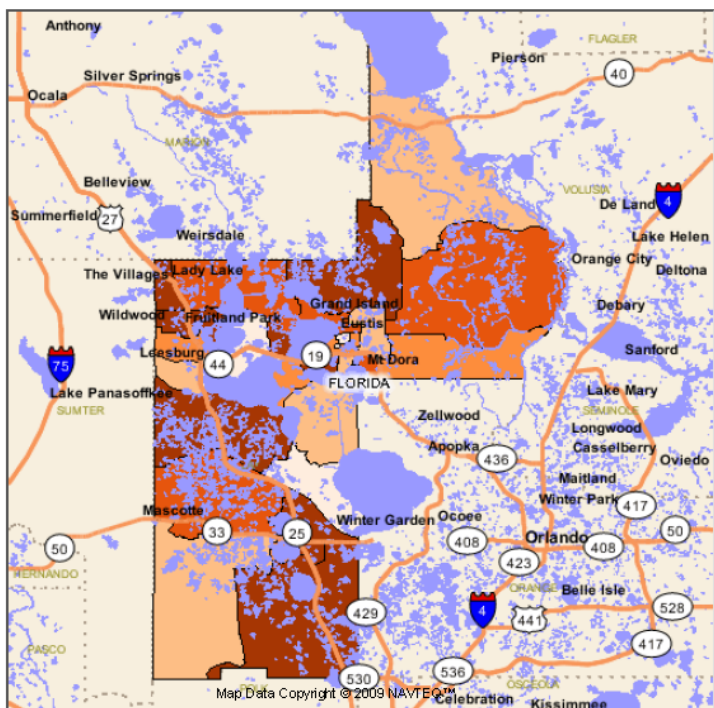
[Find a Business](#)

Find a Target Market

Use this tool to build a demographic query to help you find a target market for your products.

[Find a Target Market](#)

Search MarketMaker



Map Legend	
309 - 542	Persons per Census Tract
542 - 680	
680 - 1085	
1085 - 1198	
1198 - 2303	

- Highways
- Major Roads
- Local Roads
- Counties
- Cities

Income > Household income \$25,000 to \$49,999 > Lake County



Citrus Black Spot found in Florida

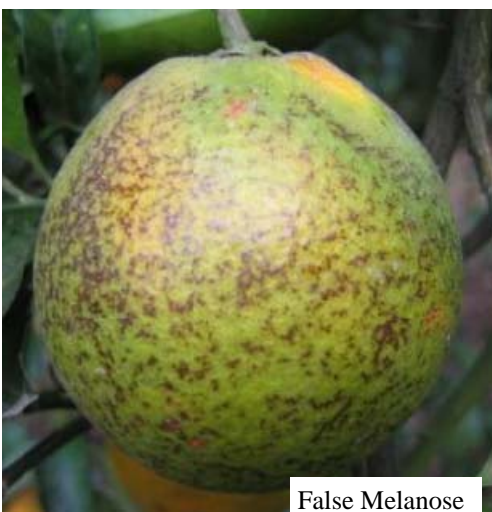
Photos from UF/IFAS

Citrus Black Spot (CBS) which is a fungal disease of citrus was found in Southwest Florida recently. Black spot affects sweet oranges, mandarins, grapefruit and is especially problematic in lemons. Black spot like most citrus diseases is a blemish to the outer fruit which does not effect the internal qualities of the fruit. CBS creates problems for the fresh market as it is restricted from certain countries. Additionally, CBS causes premature fruit drop, particularly on late maturing varieties.

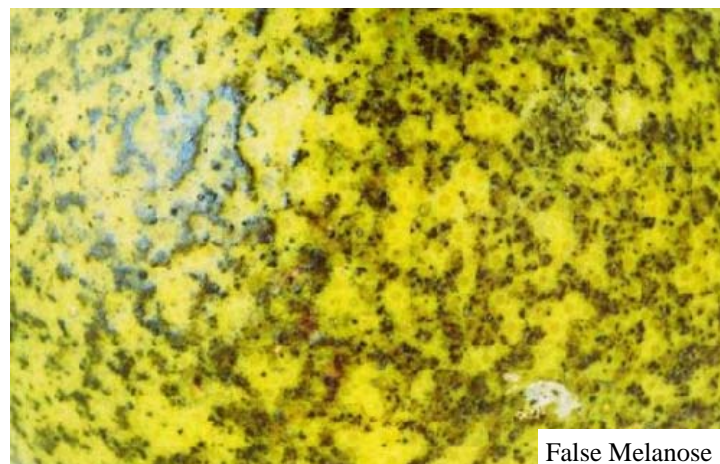
Typically you see symptoms 1.5 months before fruit maturity. Fruit that are in sunnier areas of the tree tend to have symptoms as sunlight increases lesion numbers. Symptoms can have multiple appearances. The most common symptom is hard spot. Hard spot is a small round sunken lesion with a brick red or chocolate color on margins with a tan center. It is also possible for it to have a green margin. Fungal structures can often be seen as little pencil like structures. Below are pictures of Hard spot symptoms.



Another symptom is described as “false melanose” pictured below. This symptom usually occurs in a heavily infested grove and can become hard spot later in the season. Difference between it and real melanose is that CBS is smooth whereas



melanose is rough to the touch. False melanose can occur on green fruit and you will not see any fruiting structures with this symptom.



Another symptoms is called cracked spot pictured below and is large dark brown lesions with cracks with raised cracks on their surface. This symptom is caused by an interaction with citrus rust mite. This symptom occurs on



Cracked Spot

both green and mature fruit and can become hard spot at a later date. Another additional classification of symptoms is called virulent spot (picture at bottom corners of page). This symptom small red-dish irregularly shaped lesions which

expand or fuse together covering a large portion of the fruits surface. Typically there will be many fungal structures present with these symptoms. This symptom typically occurs

on mature fruit or even post harvest. If CBS is managed typically leaf or stem infections will be difficult to find however, if unmanaged then leaf and twig symptoms maybe present.

CBS is sourced from spores located on decomposing infected leaves from orchard floor or from infected fruit. Typically it is spread from wind and rain. Optimal conditions are between 70-90 degrees F associated with 24-48 hours of wetness. Any cultural practice which increases airflow to reduce leaf wetness is recommend for CBS management. In addition reducing leaf litter in CBS areas is a wise practice. Minimize removing trash when picking to prevent the spread of CBS and it is recommended to avoid cultivars with offseason bloom. Strobilurin Fungicides such as Gem, Abound and Headline are recommended for control. They all have labels or 2ee labels for CBS in Florida. Due to the possibility of resistance with Strobilurins, it is recommended to use copper intermittently between applications. These materials are best applied by airblast sprayer at 250 gallons to the acre for better coverage. For more information check out:



Cracked Spot



Virulent Spot

occurs on mature fruit or even post harvest. If CBS is managed typically leaf or stem infections will be difficult to find however, if unmanaged then leaf and twig symptoms maybe present. CBS is sourced from spores located on decomposing infected leaves from orchard floor or from infected fruit. Typically it is spread from wind and rain. Optimal conditions are between 70-90 degrees F associated with 24-48 hours of wetness. Any cultural practice which increases airflow to reduce leaf wetness is recommend for CBS management. In addition reducing leaf litter in CBS areas is a wise practice. Minimize removing trash when picking to prevent the spread of CBS and it is recommended to avoid cultivars with offseason bloom. Strobilurin Fungicides such as Gem, Abound and Headline are recommended for control. They all have labels or 2ee labels for CBS in Florida. Due to the possibility of resistance with Strobilurins, it is recommended to use copper intermittently between applications. These materials are best applied by airblast sprayer at 250 gallons to the acre for better coverage. For more information check out:



Virulent Spot

http://www.crec.ifas.ufl.edu/extension/black_spot/citrus_black_spot.htm

2nd Annual Small Farm Conference Kissimmee July 31st-Aug. 1st

Last year I was part of the planning committee and attended the first Small Farms Conference held in Kissimmee. I was surprised to find 800+ attendees! It was definitely a successful first year program. This year I am not on planning committee, but will be in attendance. I would highly encourage you to take at least a day to attend this conference. It is loaded with good speakers and topics. In addition there is a positive feel that the conference imparts and was noticed by many of last years attendees. Also we are fortunate that it is located in our backyard!

The keynote speaker will be Will Allen. Mr. Allen is founder and CEO of **Growing Power, Inc.**

(<http://www.growingpower.org>) a Milwaukee-based organization that is receiving national acclaim for leading what Allen calls the “Good Food Revolution”. Allen was recently named to the Time 100: World's Most Influential People list in the ‘Hero’ category for his efforts to secure healthy, abundant and affordable food for all.

For more information: <http://smallfarms.ifas.ufl.edu/>

S. Florida Field Trip Indiantown Aug. 11th

For me there is nothing more rewarding or beneficially than a good field trip! I just like to go and see with my eyes what is going on in the field. With that in mind, we will be going to S. Florida to take a look at the newly planted “concept grove” that GFC has planted. While down in S. Florida we will visit some HLB infected groves to view their condition after having the disease for several years. We also will visit with Pete Spyke at his Rock Bottom Grove. Rock Bottom was planted in early 2007 under an OHS/APS system which includes high density of trees incorporated with a drip fertigation system. We last visited in the grove in November of 2008 and continue to monitor the progress of the grove. A \$15 fee will be collected to cover lunch please register with Maggie the Lake County Agriculture office 352-742-3999 x 2730 or email at mjarrell@ufl.edu. Unfortunately we do not have access to a van any longer, so I only have limited space available for riders.

Private Agricultural License Review & Exam August 17th 8:30-4:00

A pesticide license is required by any persons who apply or supervise the application of restricted use pesticides for agricultural production. This certification requires a passing grade of 70% on the General Standards and Private exam. This certification must be renewed ever 4 years either by testing or by 8 CEU's (12 CEU's for AG Tree Crop).

There will be a review and exam in Sanford on August 17th. The review starts at 8:30 AM. There is a \$20 charge for the class. CEU's are available for the training session.

It is advisable to purchase the “Applying pesticides correctly” and “The private applicator training manual” from the IFAS bookstore on-line at www.ifasbooks.ufl.edu or by calling 800-226-1764.

The private agricultural license itself cost \$100 which does not have to be paid until after you pass the exam. To register please send in sign up sheet located at the back of the newsletter.



Go Green to save Green\$\$ Lake County Agricultural Center

Tavares

September 9th

Growers have indicated that they are interested in money saving ideas for their operations. You have also expressed interest in being more energy independent in your operation and as a country. Good news we will be having a program to learn about ways to make your operation green to save energy and in the process saving some money! It will be held at Agricultural Center in Tavares on Thursday, September 9th . Topics to include information on REAP and EQIP grants, which are government programs with money available to help growers in implementing energy save technology on their farms. Also, we will be learning about the potential of cover crops, the latest information on the use and regulation of biosolids and compost, and optimal irrigation and nutrition practices for citrus. The program will be from 1:30 till 5PM followed by a free dinner for those that are interested. Please pre-register for this class so that we can make appropriate arrangements for dinner. Thanks.

Increase your pesticide knowledge and earn CEU's with articles and questions.

One relatively simple way to earn CEU's from the comfort of your home is to read recent articles that have appeared in Citrus Industry and Florida Grower Magazines. Below you will find the links to the articles and questions. In addition we try to apply for CEU's whenever program material is applicable and I remember.

Citrus Industry Magazine

Safe Storage and Transportation of Pesticides

One General Standards (CORE) CEU

<http://www.citrusindustry.net/ceu1.html>

<http://www.citrusindustry.net/ceu2.html>

Florida Grower Magazine

General Standards (CORE) and Private Applicator and Tree Crop CEU's

<http://www.growingproduce.com/floridagrower/ceu/>

Florida Citrus Agents Fall Program

Lake County Agricultural Center

Tavares

September 29th

We will be having a meeting on Wednesday September 29th at the Lake County Agricultural Center in Tavares from 10AM till 1PM. A free lunch will be provided. This is the annual fall program that the extension agents hold at multiple locations around the state. We will be reporting the latest research information and general information on citrus canker, HLB, psyllid control and CBS. This usually is a well attended program and a great time to catch up with fellow growers and others involved in the citrus industry. Please let us know if you will be coming by emailing Maggie at mjarrell@ufl.edu or calling at 352-729-3999 x 2730.





Pictures of recent Extension Activities

I included pictures of recent activities to your extension program. If you have not been coming, I wanted to show you what you have been missing!



Above: Ryan Atwood gives a tour of the MFCF grove so that participants can get an idea of what the HLB infected trees look like prior to HLB nutritional demonstration being implemented.

Right: The Florida Citrus Growers Institute had over 300 attendees. Speakers were flown in from South Africa, Texas and California. Survey results indicated that the program was very successful in educating citrus growers on current research results for Florida citrus.



Below: Dr. Michael Rogers demonstrates current trials that he is conducting at the Mid Florida Citrus Foundation for psyllid control. The hands on demonstration allowed for a good discussion between researchers and growers.



Below: Dr. Hennie le Roux who is the extension manager for Citrus Research International in South Africa spent some time visiting with local citrus growers and Sunsational citrus packinghouse. Hennie shared his insight and experience during his visit. He also spoke at the Florida Citrus Grower's Institute.



Applied research projects

One of the many functions of being an extension agents is conducting some applied research projects. Since I started my position I have had the privilege of participating in some research to assist growers. I want to make sure you were aware of these activities to hopefully aid in your knowledge. Past projects include the evaluation of HLB transmission on citrus liners treated with SAR type compounds, low volume applications for psyllid control, droplet size distribution for low volume sprayers, and a herbicide tree killing study. Additionally projects in alternative fruit crops such as peach thinning trial and low volume dormex application in blueberries have been conducted.

Current projects include a fruit thinning trial on W. Murcott's, evaluation of nutritional programs on HLB infected trees, and a soon to be planted high density citrus rooted cutting trial. I have assisted co-workers in additional projects as well. What I strive to do is help the grower with applied research that they need but is not currently being explored. Also I sometimes conduct a trial with the hope of convincing a researcher to take on an idea. However, I am not trying to be a researcher! The University employees top scientist to handle those responsibilities, mine is to get the information that is generated to you the grower. Unfortunately there are many projects that seem worthy of investigation but time is limited. In my recent conversations I realize that I may have missed the opportunity to share the results of these projects and observations with all of you. With that in mind I will try and report in my newsletter on the status or result on these types of activities.

Here are references for some of the results of past research projects:

Atwood, R.A. and Brlansky, R. 2009. "A Trial to determine if salicylic acid and/or K-phite on young citrus trees grafted with HLB infected budwood could prevent transmission of the bacteria." 3 pages. Florida State Horticulture Society Proceedings 2009.

Atwood, R.A. and Stelinski, L. 2008. "Evaluation of low volume application technologies for control of Asian citrus psyllid." 7 pages. Florida State Horticulture Society Proceedings 2008.

Hoffman, C., Fritz, B. Martin, D., Atwood, R., Hurner, T., Ledebuhr, M., Tandy, M., Jackson, J., and Wisler, G. 2009. "Evaluation of low volume sprayers used in citrus psyllid control applications." HortTechnology. June 2010 20(3). 632-639.

The time to conduct a solid research trial, that is replicated and worthy of publication is hard to come by, however sometimes observational data can be of interest and use. Some of these observational activities have included planting *Jatropha* in Central Florida and watching it get killed by cold weather, different blueberry hedging regimes for increased yield, and grower psyllid control program and population effects. Often times I will present these observation at a growers meeting. For more information on any of these projects feel free to contact me.



On top: Chris Sutton and Frank Rodgers help me establish a W. Murcott thinning trial. On bottom: Gary England and I establishing a low volume dormex spray trial. Pesticide safety is a priority!

Lake CEO/IFAS/UF

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Fax: 352-343-2627

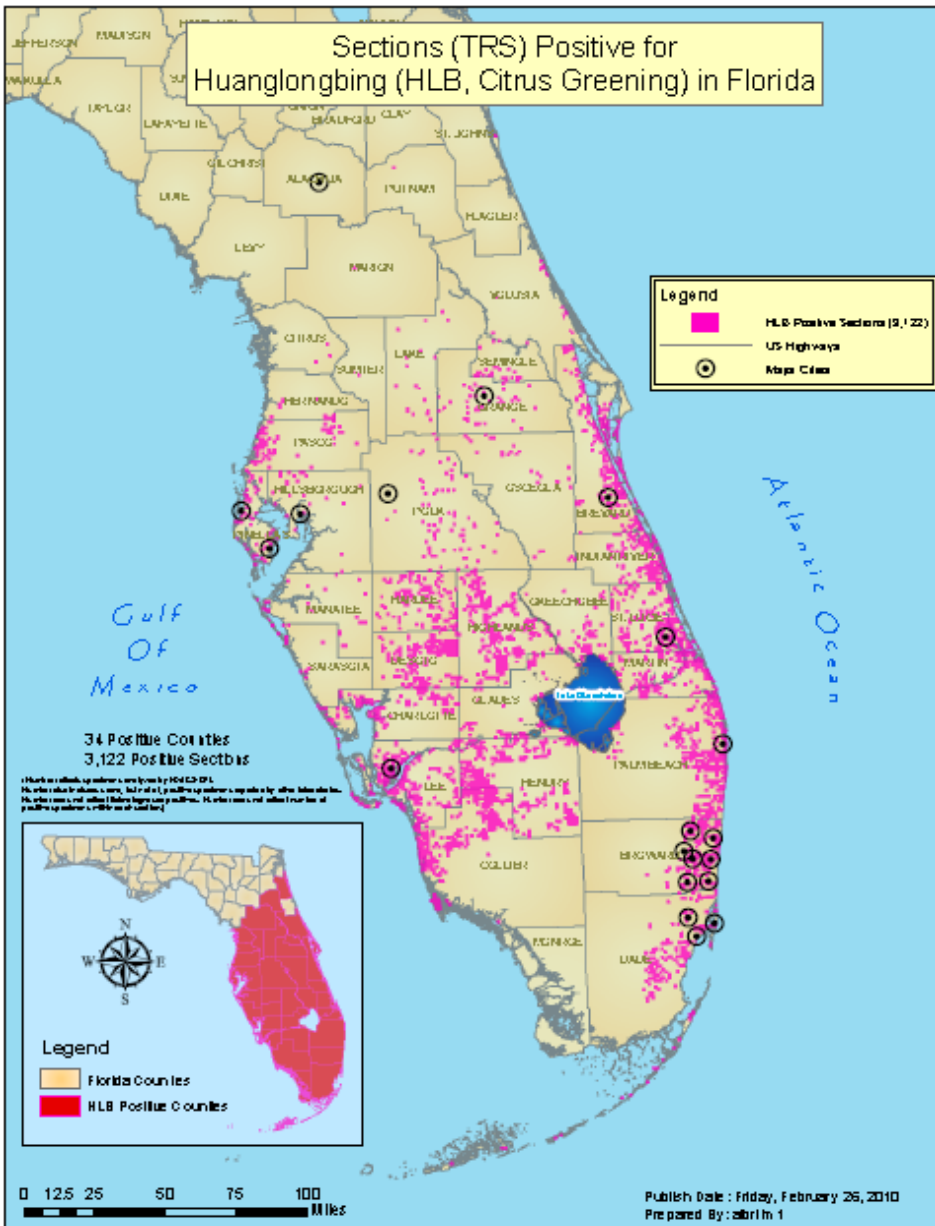


The Vision for the University of Florida's Institute of Food and Agricultural Sciences (UF/IFAS) is to increase and strengthen the knowledge base and technology for:

- Expanding the profitability of global competitiveness and sustainability of the food, fiber, and agricultural industries of Florida.
- Protecting and sustaining natural resource and environmental systems.
- Enhancing the development of human resources.
- Improving the quality of human life.

Think you haven't received my quarterly newsletter lately or just want to look something up but misplaced an older copy. Archived copies can be found at:

<http://citrusagents.ifas.ufl.edu/newsletters/atwood/index.htm>



Did you miss the 2010 Florida Citrus Growers Institute? No worries you can catch up and watch all of the presentation from the comfort of your office or home. Go to <http://citrusagents.ifas.ufl.edu/events/GrowersInstitute2010/GrowersInstitute2010.htm> and watch the videos.

Thanks to Syngenta, Chemtura and Bayer CropScience for sponsoring the Mid Florida Citrus Foundation field day lunch. The lunch feed over 120 people! Thanks again for your support.



REVIEW AND EXAMS FOR RESTRICTED USE ORNAMENTAL/TURF OR PRIVATE AGRICULTURE APPLICATOR PESTICIDE LICENSES

SEMINOLE COUNTY EXTENSION OFFICE, SANFORD, FL
(Hosted by Lake County Extension Service)

Tuesday, August 17, 2010 - \$20.00 per person, non-refundable fee for class

If you plan to take an exam, you should study the training manuals listed below

Ornamental and Turf - The license is good for persons employed on a golf course, park, athletic field, or cemetery. You will need to take **both** the General Standards exam and the Ornamental and Turf exam. The exams study manuals are:

Applying Pesticides Correctly (SM-1) \$7.00, also called the "Core" manual

Ornamental & Turfgrass Pest Management (SM-7) \$20.00

Spray Equipment & Calibration (SM-38) \$2.00

Private Applicator Agricultural - This license is issued to persons who apply or supervise the application of restricted use pesticides for agricultural production such as vegetable, fruit, or cattle farm, sod farm or nursery and greenhouse. You will need to take **both** the General Standards exam and the Private Agricultural Applicator exam. The exams study manuals are:

Applying Pesticides Correctly (SM-1) \$7.00, also called the "Core" manual

The Private Applicator Pest Control Training Manual (SM-53) \$7.00

8:15 – 8:30 a.m.	Registration
8:30 -10:00 a.m.	Review for the General Standards Exam
10:00 – 10:15 a.m.	Break
10:15 – 11:00 a.m.	O&T and Private Ag App Review
11:00 – 12:00 p.m.	Calibration Review
12:00 – 1:00 p.m.	Lunch on your own
1:00 – 4:00 p.m.	All Exams Administered

Review and Exam: Pvt. Ag and O&T Pesticide Certification

Tuesday, August 17, 2010-Seminole County Extension Office

Individuals needing special accommodations to participate in program should call Maggie Jarrell at least (5) five working days prior to the program.

NAME _____

BUSINESS _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

CHECK WHICH CLASS/EXAM YOU WILL BE ATTENDING

General Standards (CORE) Review

Exam

Ornamental & Turf Review

Exam

Private Applicator Review

Exam

Deadline to Register: Friday August 13, 2010 Make \$20 per person check payable to "Horticultural Advisory" and send to Lake County Ag Center, 1951 Woodlea Rd, Tavares, FL 32778. Attn: Maggie Jarrell.

Seminole County Extension 250 W. County Home Road Sanford, FL 32773

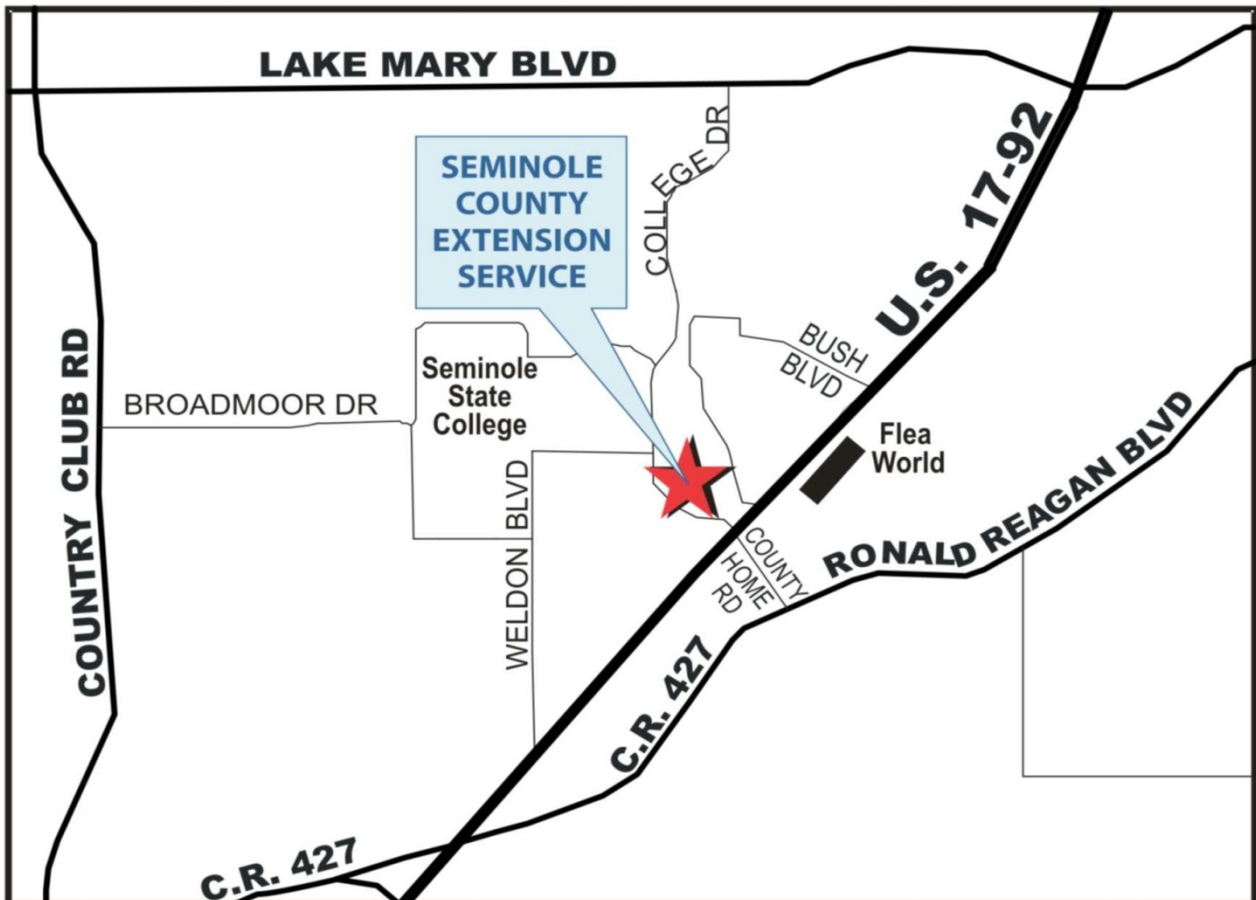
Directions

Take I-4 to Exit #98 (Lake Mary / Heathrow Exit) and head east on Lake Mary Boulevard approximately 4.5 miles to US-17-92. At the intersection of Lake Mary Boulevard and US-17-92, turn right (south) and go approximately 1.4 miles. You will pass Flea World on your left and the next traffic light is the intersection of US-17-92 and County Home Road. The Humane Society will be on your left and the Fire Station will be catty-corner to your right. Turn right (west) onto County Home Road and continue forward 0.1 mile, past the Fire Station, to the second driveway on the right. You will see the signs for Seminole County Cooperative Extension Service and University of Florida/IFAS.

County Map



EXTENSION SERVICE LOCATION MAP



Registration Information

What Does the Registration Fee Include? The full fee provides for Saturday and Sunday's educational program including the opening address with the Keynote Speaker. It also includes networking opportunities with exhibitors, Saturday and Sunday early morning refreshments, refreshment breaks, and lunches featuring products from Florida's small farms.

Full Attendee Sat and Sun	Fee	Deadline
Early Bird Special	\$110	By July 12, 2010
Regular	\$160	After July 12 Subject to availability
Young Adult* (8 to 17 years old)	\$75	By July 12, 2010
*Young adult's must be accompanied by an adult attendee.		

Participants who are unable to attend the full conference may take advantage of the one day fee. The one day fee includes participation in all events for that day.

One Day Only (Sat or Sun)	Fee	Deadline
Early Bird Special	\$75	By July 12, 2010
Regular	\$125	After July 12 Subject to availability

Register online through the conference website:

Go to "Florida SF/AE Conference" located on the Small Farms and Alternative Enterprises website.
<http://smallfarms.ifas.ufl.edu>

Refund Policy: Requests for refunds will be honored if a written notification of cancellation is received by the Office of Conferences & Institutes IFAS, University of Florida by **July 19, 2010**. A processing fee of \$30.00 will be deducted from all refunds. No refunds will be honored for cancellations after July 19, 2010. Email refund requests to Kim Brand at kimmer72@ufl.edu

Special Needs: Participants with special needs (such as visual, hearing or walking impairments) can be reasonably accommodated by contacting the Office of Conferences & Institutes at least 21 working days prior to the conference. We can be reached by phone at 1-352-392-5930, by FAX at 1-352-392-9734, or by calling 1-800-955-8771 (TDD). The TDD number can only be accessed from within the state of Florida

Questions: Mandy Stage, UF, IFAS, OCI
Phone: 352-392-5930, Email: mstage@ufl.edu

Meeting Location

Osceola Heritage Park
1875 Silver Spur Lane
Kissimmee, FL 34744
Tel: 321-697-3333
<http://www.ohpark.com>

The conference will be held at the Osceola Heritage Park (OHP) in Kissimmee, Florida. Parking fees are covered through the conference so there is no charge for parking, but a PARKING PASS IS REQUIRED. Go to the conference website to PRINT OUT THE PARKING DECAL AND OHP LAYOUT.

The OHP layout details how to enter the OHP for the small farms conference. Small farm attendees should enter only through the main entrance of the OHP.

Hotel Information

A variety of lodging facilities are offering reduced rates to small farm conference attendees. Visit the conference website to read more about the lodging locations and to make a reservation at reduced conference rates.

Hotel	Clarion	Heritage Park	Super 8	Holiday Inn	Oak Plantation
Distance from OHP	1 Mile	3/4 Mile	4.5 Miles	10 Miles	5 Miles
Small Farm Reduced Rate	\$89 +tax	\$55 +tax	\$40 +tax	\$56 +tax	\$79 +tax
Rate Deadline (may fill before deadline)	June 29	July 16	July 1	June 30	June 30

These accommodations will likely fill before the discounted rates expire, so please make your reservation early.

Go to "Florida SF/AE Conference" located on the Small Farms and Alternative Enterprises website.
<http://smallfarms.ifas.ufl.edu>

Florida Small Farms and Alternative Enterprises Conference

July 31 & August 1, 2010

Kissimmee, FL



<http://smallfarms.ifas.ufl.edu>
Click on "Florida SF/AE Conference"

Hosted by

- University of Florida, IFAS
- Florida A&M University, CESTA

**Register by July 12
to receive the early bird special!**

Introduction

Increased consumer demand for local products such as organic, heirloom, hydroponic, grass-fed beef, pastured poultry and ethnic meats and vegetables are providing new and increased opportunities for producers.

The USDA defines small farms as those with gross annual sales of \$250,000 or less. Small farms contribute 37% of the value of all agricultural products sold in the U.S. In Florida, 93% of the 47,000+ farms are defined by the USDA as small farms and this number is growing.

Who Should Attend

- Beginning Farmers, • Small to Mid-sized Family Farmers
- Food Service Providers, • Allied-industry Reps
- Educators and Researchers, • Policy-makers
- Agricultural Associations, • Foundations
- City/Regional Planners
- Anyone Interested in Strengthening Florida's Food System

Why You Should Attend

Discover the latest information, products and technologies to increase your productivity, diversify your operations and increase your profitability.

Listen to cutting-edge presentations that address emerging state/federal programs, new production and marketing strategies, and future industry trends.

Take advantage of the many networking opportunities throughout the conference to find solutions that fit your needs, meet new colleagues with similar interests, and share your expertise and strengthen Florida's food system.

Conference Highlights

WILL ALLEN, Founder and CEO of Growing Power, Inc. to deliver Keynote Address

Allen is founder and CEO of Growing Power, Inc., Recently named to Time's 100: World's Most Influential People list, the organization has one simple goal: "to grow food, to grow minds, and to grow community".

Visit their website to read more.

<http://www.growingpower.org>

Conference Highlights (continued)

LARGE EXHIBITION Showcasing Products and Technologies

LIVESTOCK ARENA with Live Animal Exhibits

LOCAL FOODS

INNOVATED FLORIDA FARMERS

EDUCATIONAL SESSIONS COVERING A VARIETY OF TOPICS:

Educational Sessions

ALTERNATIVE ENERGY

- ◆ Earth, Wind and Fire: Renewable Energy Options
- ◆ Southeastern US Renewable Energy Policy - What pays
- ◆ Combined Heat and Power Options for the Small Farm

ALTERNATIVE ENTERPRISES

- ◆ Agritourism
- ◆ Aquaponics and Aquaculture
- ◆ Specialty Fruit Production

BUSINESS AND MARKETING

- ◆ Florida MarketMaker: Connecting Producers with Viable New Markets.
- ◆ Are your Records a "Wreck"? - Financial Planning is the Solution
- ◆ Do Your Finances say that Your Operation is a Hobby, Business, or Both?
- ◆ Developing your Farm's Future through Business Plans
- ◆ What's all the Excitement about Social Marketing? - How it can Help You Market Your Product/Service

HORTICULTURE

- ◆ Expanding Your Fruit Portfolio: Stone Fruit and Muscadine Grapes
- ◆ Techniques for Keeping Fresh Produce Quality High After Harvest
- ◆ Exploring Hydroponic Growing Systems
- ◆ Using High Tunnels to Extend the Season and Reduce Costs
- ◆ It's Cold Out Here! - Protecting Your Plants During Frost Events
- ◆ Specialty Vegetables for Direct Marketing

Educational Sessions (continued)

LIVESTOCK

- ◆ Pasture Management
- ◆ Weed Management
- ◆ Grass Fed Beef: How Do We Get There?
- ◆ Poultry Management
- ◆ Liability Issues of Livestock Ownership
- ◆ Small Ruminant Management

ORGANIC AND SUSTAINABLE FARMING

- ◆ Healthy Schools, Healthy Kids - Florida Farm to School Programs
- ◆ High-Quality Compost for Organic and Conventional Farms
- ◆ The Nuts and Bolts of CSA's (Community Supported Agriculture)
- ◆ Advanced Disease Management for Organic Vegetable Systems
- ◆ Transitioning to Organic? Using Science and Technology to Increase Profits
- ◆ Beyond Direct Marketing: Developing A Strong Diversified Income Portfolio for Organic Products

POLICY AND REGULATIONS

- ◆ Advocacy 101
- ◆ Accessing Government Programs
- ◆ Direct Marketing Regulations (or, How to Get Your Products to Market Legally)
- ◆ Small-Farm Friendly Approaches to Food Safety
- ◆ Safe Handling of Poultry Products
- ◆ E-Technology Tools to Enhance Farm Business

Read more about conference activities by clicking on "Florida SF/AE Conference" located on the Small Farms and Alternative Enterprises website.

<http://smallfarms.ifas.ufl.edu>

Sponsors

Sustaining Partner — University of Florida, IFAS

Platinum — Florida Department of Agriculture and Consumer Services (FDACS)

Gold — Florida A&M University, CESTA

Silver — Aramark, • Destiny Organics, • Farm Credit of Florida, • FL Farm Bureau Federation & FL Farm Bureau Insurance, • Global Organics Specialty Source, • USDA Farm Service Agency, • Verti-Gro

Bronze — Florida Association of Community Farmers Markets, • Hani's Mediterranean Organics

CITRUS EXPOSM

Citrus ExpoSM and Citrus Industry magazine wish to express appreciation to the following organizations for their collective program-planning input and promotional support:



Citrus Expo Details

Admission:

Registration in advance **OR** on site required for admission. Complimentary attendance and meals provided both days to bona fide grove owners and managers, citrus production managers, professional crop advisers, association representatives and board members and the citrus research community. Preregistered growers are entered to win a John Deere gun safe sponsored by Everglades Farm Equipment.

Non-exhibiting company and vendor personnel may become a sponsor at any level for trade show, lunch and seminar admission, or purchase an individual one- or two-day admission pass. Visit www.CitrusExpo.net for details.

Events & Prize Drawings:

Must be present to win. Doors open 8:00 a.m. both days. Prize Drawings: Wed. and Thurs. – 9:00 a.m. and 1:30 p.m. Gun Safe Grand Prize Drawing 1:30 p.m. Wed., Aug 18. Some restrictions apply, rules at prize drawing area and registration desk.

Trade Show:

More than **150** citrus-related exhibits inside the air-conditioned Lee Civic Center arena plus outdoor displays.

Meals in Trade Show:

Continental breakfast 8-9:30 a.m. both days. Lunch 12:00 p.m. - 2:00 p.m. both days. Meal tickets distributed with name badges at check-in.

HOST HOTELS

Holiday Inn Fort Myers (I-75 South, Exit 128)
9931 Interstate Commerce Dr., Ft. Myers, FL 33913
Phone: 239-561-1550 Fax: 239-561-9999
Ask for the \$85.00 Citrus ExpoSM Rate

Homewood Suites by Hilton Fort Myers
(I-75 South, Exit 128)
16450 Corporate Commerce Way, Ft. Myers, FL 33913
Phone: 239-210-7300 Fax: 239-210-7301
Ask for the \$94.00 Citrus ExpoSM Rate

Courtyard by Marriott Fort Myers
(I-75 South, Exit 128)
10050 Gulf Center Drive, Ft. Myers, FL 33913
Phone: 239-332-4747 Fax: 239-332-4748
Ask for the \$99.00 Citrus ExpoSM Rate

Hilton Garden Inn Fort Myers Airport/FGCU
(I-75 South, Exit 128)
16410 Corporate Commerce Way, Ft. Myers, FL 33913
Phone: 239-210-7200 Fax: 239-210-7201
Ask for the \$89.00 Citrus ExpoSM Rate

Sponsors “as of May 21, 2010”

DIAMOND

Bayer CropScience
Everglades Farm Equipment
Syngenta

PLATINUM

Carden & Associates • Florida Citrus Mutual
• Florida Department of Citrus
• Florida Farm Bureau Federation • Gowan Company
• Gulf Citrus Management, Inc. • IRRRA-CHEM Corp.
• Magna-Bon • Stallings Crop Insurance
• Tropicana • Vigiron

GOLD

Chemtura AgroSolutions • Diamond R Fertilizer
• DuPont Crop Protection
• E Co Consultants • Kelly Tractor Co. • KeyPlex
• McLean Ag Chem, Inc. • Oxbo International
• Southern Gardens • The Andersons, Inc.

SILVER

AgraQuest • Agricultural Employee Services, Inc.
• BASF • Curtec of Florida, Inc.
• Environmental Consulting & Tech., Inc.
• Farm Credit Association of Florida
• Fred Juliano Enterprises, Inc.
• Index Instruments U.S., Inc. • Metal Culverts, Inc.
• NuFarm Americas, Inc. • Oro Agri, Inc.
• Wedgworth's, Inc.

BRONZE

Ag-Tronix, Inc. • Brandt Consolidated LLC
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• Engine Distributors, Inc. • Flo-Tec, Inc.
• Growth Products, Ltd./GP Solutions • Hancor
• John Deere Water • LRA Insurance
• Marrone Bio Innovations
• Martin Realty Florida, Inc. • Maxijet
• Omega Protein • Pro Pak Software
• Root Solutions, Inc. • StollerUSA, Inc.
• Tessengerlo/Kerley, Inc. • The Tucker Group
• Tradewinds Power Corp. • Tree-See Control Systems
• Triangle Chemical • TWC Distributors, Inc.
• United Irrigation Supply Inc. • United Site Services
• Valent USA • Yardney Water Management

2010

CITRUS EXPOSM

“Research to Real Life:
Applying the
Latest Citrus Science”



**Lee Civic Center
Ft. Myers, Florida**



“Research to Real Life: Applying the Latest Citrus Science”

19th Annual Citrus Exposm Seminar Program

Lee Civic Center – Ft. Myers, FL, August 18 & 19, 2010

Wednesday 9:30 a.m. - noon and 2:00-4:00 p.m. • Thursday 9:00 a.m. - noon

Preregistration Form



“Research to Real Life: Applying the Latest Citrus Science”

To register, visit www.CitrusExpo.net or mail or fax form to: Citrus Exposm 5053 NW Hwy. 225A, Ocala, FL 34482 Phone 352-671-1909 – Fax 888-943-2224 CitrusExpo@SoutheastAgNet.com

Name: _____

Company/Farm: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Check All That Apply

- Grove Owner, Manager, Foreman, Caretaker, Citrus Nursery
- I am a Certified Crop Adviser
- Handler, Packer, Shipper, Processor, Fruit Buyer
- Association Executives and Board Members, Government, University, Research, Legislative, Student
- Product Manufacturer, Vendor, or Supplier Representative doing business with growers or others in the citrus industry (see admission details)

Other _____

Complimentary meal tickets provided at registration desk. Please check days you plan to attend

- Wednesday, August 18, 2010
- Thursday, August 19, 2010

CITRUS GROWER:

“Don’t tell me about your three-year research programs! I need something I can use *right now!*”

CITRUS EXPO PLANNERS:

“We hear you!” That’s why we’ve assembled a comprehensive day-and-a-half seminar series to help you transform research into real-life applications — *today*. No matter the size or location of your grove, you’ll learn how to apply the latest science in dealing with HLB, citrus black spot and other challenges specific to your situation.

Attendance remains free to bona fide growers, multiple CEU/CCA credits will be available, and key presenters are again being flown in this year by Citrus Exposm to join UF researchers on the program.

And growers, you won’t want to miss the trade show for product education, food, fun, fellowship *and prizes both days*, especially during the new Grand Finale Lunch Party on the second day from noon to 2 p.m.

SEMINARS SPONSORED BY



Seminar Topics

Promising advancements to fight the bacterial causal agent of HLB

Current status of HLB in Florida and overview of management options

Building an effective, quality psyllid control program for your grove

Mineral nutrition and plant disease

Integrating a foliar nutrition program into existing pest and disease sprays

Systemic acquired resistance (SAR): from basic concepts to applied reality

The potential uses of SAR in citrus disease management

Understanding residue limits

Awaiting permanent HLB answers for citrus — pros and cons of peach and blueberry as medium-term options

Citrus black spot (CBS) in Brazil

Integrated CBS control in Florida

The cost of psyllid, nutrition and CBS control

The seminar program has been planned as a complete series to best benefit growers attendees. Please plan to attend both days’ sessions.

Find updated schedule details as they develop at www.CitrusExpo.net

Register to Win!!

All pre-registered growers are entered in the grand prize drawing for a John Deere gun safe from

