

Citrus connection



HIGHLANDS COUNTY CITRUS GROWERS **President's Column** by Aaron Nelson

The 33rd Annual Meeting of the Highlands County Citrus Growers Association took place on Thursday, March 2nd at the Seven- Sebring Raceway Hotel. It was a great occasion overall. We shared a good meal, recognized outgoing officers for their service, elected new Board members, and thanked the many sponsors of the 2022 Golf Tournament and Fun Shoot. Additionally, we heard Florida Citrus Mutual's Matt Joyner and Congressman Scott Franklin fill us in on the good work they are doing on the state and federal levels on the industry's behalf. If you couldn't attend this year, I hope you'll be able to join us in 2024.

On a personal note, I want to thank you all for the opportunity you've provided me to serve as Association President for 2023. I also want to thank Emma Ezell for her leadership in 2022! The industry is in one of the most perilous positions it has ever been in, and to be elected to serve as Board President in times like these is truly humbling.

Even though we find ourselves in this tough spot as an industry, I still have reason for hope. With the onset of spring, the longer days and warmer temperatures have finally triggered the groves to begin to come out of the wintertime phase in which they look so bad.

The OTC therapies that are now coming online show real promise for healthier trees and better fruit quality (I'm still trying to figure out how to convert gallons to milliliters and pounds to grams) and spray applications of plant growth regulators like gibberellic acid and 2,4-D look like they could be key tools in our toolboxes.

Over the course of the next year, I am looking forward to seeing and writing about how all of these pieces come together to help our groves start moving forward rather than backward. These therapies certainly aren't the silver bullet that we all have been waiting for, but they buy us more time as we continue to seek to be profitable in this HLB world that we find ourselves in.

One of the many things HLB has done is remind us that we are not in control. The way I see it, we can react to this fact in one of two ways. First, we could feel sorry for ourselves and wish we could have the control that we will never get. Alternatively, we can accept that we aren't always in control and trust in the One who is; believing that He is good and has a plan for us and for our industry. I choose to do the latter and that is why I can say I have reason for hope. I firmly believe that this is a fight that we will win.

Let's all work together, using the different gifts we've been given such as intellect, ingenuity, and work ethic to defeat this disease; ultimately trusting that God is in control.

All the best,

Aaron Nelson

**FEB
2023**

- USDA Crop Forecast
- Marvin Kahn
- HCCGA Annual Meeting
- Hurricane Insurance Addition
- National OJ Day
- Citrus Industry Conference
- Worker Protection Requirements
- Citrus Growers Institute
- HCCGA Newsletter Advertising
- Miss Florida Citrus
- Processed Orange Standards
- HCCGA Golf Day
- Wedgworth Leadership Inst.
- Marketing Orange Amend.



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2023 Calendar of Events

April 4

Florida Citrus Growers' Institute @ SFSC in Avon Park

April 13

Florida Citrus Show @ UF/IFAS IRREC and USDA Hort. Research Lab in Ft. Pierce

April 27

HCCGA Golf Day @ SUN N LAKE Golf Club, Sebring

May 4

National OJ Day

June 14-16

Annual Citrus Conference @ Bonita Springs



August 16-17

Citrus Expo @ Lee County Civic Center

December 9

2023 HCCGA Citrus Fun Shoot @ Quail Creek

For additional information about any of these meetings or events, contact Ray or Jan at the HCCGA office



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Executive Director's Report

BY RAY ROYCE

Thank you to all of the sponsors who made our recent 33rd HCCGA Annual Meeting possible. I believe that our Association members, their guests and other invited dignitaries who were there enjoyed an evening of great fellowship, and perhaps even learned a little bit from our two guest speakers. Thank you to Citrus Mutual's Matt Joyner and our Congressman Scott Franklin for investing some of their time with our folks, and updating them on a wide range of issues affecting our industry.



The **Florida Citrus Show** will take place on Thursday, April 13th in Ft. Pierce. This event is now part of the AgNet Media family, and they are incorporating a whole new format for the event's industry vendors and educational sessions including a tailgate party. So check out the info about it in this month's newsletter.

Your Association's **2023 Golf Day**, which is sponsored by our good friends at **Heartland National Bank**, is coming up soon on Thursday, April 27th at the **SUN 'N LAKE Golf Club** in Sebring. We will have a great lunch prior to play, plenty of liquid refreshments on the course and some hors d'oeuvres afterwards while we celebrate the award winners and give away the raffle prizes – so no one should go home hungry or thirsty!

So if you are a golfer, please make plans to join us for a great afternoon of outdoor fun and fellowship. There is a registration flier in this month's newsletter, or give us a call at the office if you have any questions, or would like to help by sponsoring a hole contest or some of the raffle drawing prizes.

The **2023 Annual Citrus Conference** in Bonita Springs will take place on June 14th - 16th. Now is the time to make hotel room reservations and get pre-registered if you want to participate this great industry gathering this year.

Citrus Expo 2023 is scheduled for August 16th and 17th at the Lee County Civic Center in Ft. Myers. The planning for Expo's educational seminars is about to get underway, with your Association helping in that regard. These sessions are put on solely for the growers' benefit, so please weigh in with me on what type of information you are seeking and/or which speakers you are most interested in hearing from.

These newsletters, and some other operations of the Association, are possible due to a large extent by those companies that advertise in the newsletter. I say that for two reasons – one to say thank you to those companies that are making an investment in our Association and secondly, if you would like to advertise in the newsletter there is information in this issue on how to do so. If you have any questions about this, don't hesitate in contacting either Jan or I.

I want to remind everyone that the Association is utilizing its social media presence more and more through Facebook, Twitter and our blog. Please take advantage of these venues in order to keep up to date on a wide range of topics associated with citrus and agriculture in Florida. Please also encourage your friends and neighbors to follow us on these sites – we are trying to expand our reach and communicate the good stories that our industry has to share. And finally, if you have some content you would like to see get some social media coverage – get it to me.

Speaking of social media, I would encourage each and every one of our members to start thinking about how you might want to do something on social media, or elsewhere, on Thursday, May 4th for **National OJ Day**. Take an active role in helping to promote our wonderful product.

Our goal is to keep our members as informed as possible on a wide range of issues, so please never hesitate in contacting me day or night (cell phone: 863-381-8551) for additional information if you need it; or if I can be of any assistance on any matter, large or small.



Thanks, Ray

Info Notes



2022-2023 Florida Citrus Production Guides

The 2022-2023 Florida Citrus Production Guides are available to pick up at the UF/IFAS Highlands County Extension office or the handbooks are available online (with printable sections) at: <https://edis.ifas.ufl.edu/cg101>.

2022 Florida Citrus Growers' Institute Presentations Online

The 2022 Florida Citrus Growers' Institute was held on April 5th at the South Florida State College Avon Park campus. The educational presentations were recorded and are available online at the citrus agent's website: <https://citrusagents.ifas.ufl.edu/archived-presentations/2022/>. Here you will also find PDF versions of the slides.

UF/IFAS Podcasts for Growers

UF/IFAS and Southeast AgNet have partnered to provide the latest news on citrus-related research in a monthly "All in for Citrus" podcast. The podcasts feature short interviews with scientists working to find solutions to citrus greening and other devastating citrus diseases. The podcast complements the new research update website and citrus newsletter at: <http://citrusresearch.ifas.ufl.edu/newsletter-sign-up/>. Podcasts may be downloaded to your mobile phone, tablet or computer to be listened to at your convenience.

"Florida OJ Break" License Tags

The HCCGA office has a very good supply of the "Take A Florida Orange Juice Break" license plates to share. Please feel free to stop by the HCCGA office and get one for your vehicles. We also have a limited supply of a few other types of OJ related tags.



Sales Tax Exemption Forms for Ag Uses

Florida Farm Bureau has a very informative page on their website that lists a number of potential agriculturally related items that may be exempt from sales tax. It also contains a recommended exemption form to be utilized. It can be found at: <https://www.floridafarmbureau.org/agricultural-sales-tax-exemptions-in-florida/>

UF/IFAS Research Website

The updated Citrus Research and Education Center (CREC) website at <https://crec.ifas.ufl.edu/citrus-research/> is now live. The revamped site has the latest research information on HLB management, detailed information on rootstock trials, access to on-line presentations from UF/IFAS research scientists, EDIS documents sorted by topic for easy access, and more.

UF/IFAS OJ Break Programs

The central Florida UF/IFAS citrus extension agents are providing an OJ Break Grower meeting series in a twice monthly virtual program format. Upon registration you will be sent a Zoom link for each meeting. To see the upcoming meeting topics and register for the Zoom notice – go to: <https://citrusagents.ifas.ufl.edu/oj-break/>.

Restricted Use Pesticide Exams

Restricted Use Pesticide exams are done using laptops at most UF/IFAS county Extension offices. Whether you are taking the test for the first time, renewing your license, or adding a new category, you can take your exam at most county Extension offices. In Highlands County, the Extension office is scheduling exams for Wednesdays and Fridays. You can schedule your exam online at <https://pesticideexam.ifas.ufl.edu/public/countyList.faces>.

FDOC Webinars

The Florida Department of Citrus hosts monthly webinars in order to provide key information on various topics important to the Florida Citrus industry. To receive notifications on webinars and other topics, please e-mail Katie Bruce at kbruce@citrus.myflorida.com and ask to be added to FDOC's email distribution list.



USDA Citrus Crop Forecast Update

March 8, 2023

All Oranges 16.1 Million Boxes

The 2022-2023 Florida all orange forecast released on March 8th by the USDA Agricultural Statistics Board is 16.1 million boxes, increased 100,000 boxes from the February forecast. If realized, this will be 61 percent less than last season's final production. The forecast consists of 6.10 million boxes of non-Valencia oranges (early, mid-season, and Navel varieties) and 10.0 million boxes of Valencia oranges.

Non-Valencia Oranges 6.10 Million Boxes

The forecast of non-Valencia production is increased by 100,000 boxes to 6.10 million boxes. The Row Count survey conducted February 22-23, 2023, showed 94 percent of the early and mid-season non-Valencia rows, excluding Navels, are harvested. Estimated utilization for non-Valencia oranges (including Navels) to March 1, with an allocation for non-certified fruit, is 6.09 million boxes. The Navel forecast, included in the non-Valencia portion of the forecast is 240,000 boxes.

Valencia Oranges 10.0 Million Boxes

The forecast of Valencia production is unchanged from the February forecast and remains at 10.0 million boxes. Current fruit size is below the minimum and is projected to be below the minimum at harvest, requiring 277 pieces to fill a 90-pound box. Current droppage is above the maximum and projected to be above the maximum at harvest. Harvest of Valencia oranges is still in the early stages.

All Grapefruit 1.60 Million Boxes

The forecast of all grapefruit production is increased 100,000 from February to 1.60 million boxes. The red grapefruit forecast is increased to 1.44 million boxes. The white grapefruit forecast is lowered 20,000 boxes to 160,000 boxes. The Row Count survey conducted February 22-23, 2023, indicated 72 percent of grapefruit rows are harvested. Estimated utilization to March 1 for all grapefruit, with an allocation for non-certified fruit 1.56 million boxes.

Tangerines and Tangelos 500,000 Boxes

The forecast for tangerines and tangelos is unchanged from the February forecast and is 500,000 boxes, 33 percent less than last season's utilization of 750,000 boxes. This forecast number includes all certified tangerine and tangelo varieties.



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In Memoriam – Marvin Kahn

Our friend, and founding Association member, Marvin Kahn passed away on March 13, 2023. Mr. Kahn, a native of Sebring (April 18, 1933), was involved in everything related to growing, harvesting and marketing citrus and did his utmost to nurture, protect and promote Florida's citrus industry

Marvin helped found the Highlands County Citrus Grower Association in 1990 and served as our organization's first President at a time when local and state governmental issues potentially threatened the citrus industry's ability to operate in the short term, and protect the value of agricultural property longer term.

He grew up in his family's groves with his sister and two brothers. In high school, Marvin developed an interest in both citrus and cattle. He was in the FFA, served on the Student Council, and was Class Officer each year in high school.

He went on to the University of Florida and majored in Animal Science with a minor in Citrus, graduating in 1956. While there, he met and married Elsa Babette Kessler, from Leesburg, and they have two children, Steven and Leah.

Upon graduation, Marvin developed a cattle ranch in Hardee County at Sweetwater, where he and Elsa lived for two years before moving to Sebring to take over the role of managing the day-to-day operations of the family groves. He formed Kahn Groves, Inc. as the family caretaking entity, and in 1969 added Kahn Grove Service to care for properties in Highlands, Hardee and Polk counties. A "grower's grower", he spent time in the groves deciding what the groves needed and had a philosophy of "personalized service" for his customers

Marvin served on the Florida Citrus Commission from 1971 to 1979 when the industry experienced a period of rapid growth and over-production. This led to the need to improve marketing and ushered in the era of Anita Bryant, with Marvin a huge proponent of Florida identification.

He was a member of the Highlands County and Florida Farm Bureau for over 65 years, serving both on the board and as President; served as President of the Highlands County Cattleman's Association; First President of the Florida Beef Council; and was deeply committed to both FFA and 4-H, where he was a Founding Member of the Highlands County 4-H Club Foundation. He was honored with induction into the Florida Citrus Hall of Fame in 2018.

Our thoughts and prayers go out to the Kahn family and Marvin's many friends. Thank you Marvin for the many contributions you have made to our industry, our State and our Highlands County community.

A private family funeral service will be held for Mr. Kahn with a celebration of life scheduled at a later date.



2023 HCCGA Annual Meeting

The 33rd Annual Meeting of the Highlands County Citrus Growers Association was held at the Seven - Sebring Raceway Hotel on the evening of Thursday, March 2nd with a social hour taking place prior to the dinner and business program.

During the Association's business meeting; membership elected 4 members to serve 3 year terms on the Board of Directors, thanked departing Board member Hank Crutchfield for his exemplary service, heard reports from Board officers, installed the Board officers for 2023 and expressed appreciation to Emma Ezell for her work as Board President in 2022. The Association also recognized and thanked the major sponsors of our 2022 Golf Tournament and Sporting Clays Fun Shoot fundraisers.

After the brief business portion of the evening, a full room of roughly 250 growers, allied industry members and their guests heard from **Matt Joyner (CEO of Florida Citrus Mutual)** and **United States Congressman Scott Franklin** in regards to multiple issues pertinent to the future of our industry. Mr. Joyner brought the attendees up-to-date on where things stand in regards to potential relief programs associated with Hurricane Ian and other programs that Florida Citrus Mutual is advocating for on behalf of the Florida citrus industry. Congressman Franklin shared his perspective on the overall Washington DC political scene, how the Republicans now being the majority party in the House significantly changes how they are able to move potential legislation and the specific legislation he has introduced on behalf of our industry.

We certainly appreciate all of the entities that chose to help defray the cost of the event through sponsorship investment. We would especially like to thank the **Florida Department of Citrus** for sponsoring our social hour and the audio/visual aspects of the program.

See additional photos on pages 8-9



Annual Meeting

2023







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Industry Support

Magna-Bon supports regional trade shows, all regional citrus growers' associations, and various sponsorships throughout the year. Although it is not directly citrus related, Magna-Bon helped orchestrate selling blueberries from a local blueberry farm to the Central Florida area during the pandemic shutdown.

You can read the article in the May 2020 issue of Florida Grower.

Backed by Research

We have more than nine years of research with the UF/IFAS research program. Research by Dr. Jim Graham notes that not only does Magna-Bon **CS 2005** have systemic capabilities, it also helps with the suppression of citrus canker!

[Click Here to Watch Our Video on CS 2005 and See All Of Our Research Information!](#)

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APRIL 13, 2023

A FRESH NEW LOOK

When: April 13

Where: A new location at the UF/IFAS Indian River Research and Education Center and the USDA Agricultural Research Service, U.S. Horticultural Research Laboratory in Fort Pierce

Highlights: A new condensed one-day format will bring growers more value in the time spent at the event. An extended lunch period will allow networking with peers and vendors, and educational seminars will include a morning general session and afternoon citrus and vegetable sessions.

The Trade Show Is Now a Tailgate Party!

- Visit more than 50 exhibitors
- Enjoy a smorgasbord of mouthwatering eats, and vote for your favorite foods
- Play America's favorite tailgate game!



"I would encourage growers to attend these events so that they can learn from other growers as well as the research community. We can all benefit from sharing our experiences on what is and isn't working in this challenging environment." -Daniel Scott, President
Indian River Citrus League

Schedule:

Breakfast - 8:00 – 9:00 a.m.

Trade Show - 8:00a – 2:00 p.m.

General Session – 9:00 – 11:00 a.m.

Tailgate party – 11:00 a.m. – 2:00 p.m.

Educational sessions – 2:00 – 4:00 p.m.

THANK YOU SPONSORS!



Tropical Storm Option Added to Hurricane Insurance

After hearing directly from agricultural producers, the U.S. Department of Agriculture (USDA) is expanding its Hurricane Insurance Protection-Wind Index (HIP-WI) Endorsement with a Tropical Storm Option. USDA's Risk Management Agency (RMA) will offer this option for the 2023 crop year. "During the past few years, many farmers have felt the impacts of tropical activity, and it's important that we offer risk management tools to protect agricultural producers and their operations," said RMA Administrator Marcia Bunger. "Adding this Tropical Storm Option is in response to feedback from our customers."

HIP-WI was first available for purchase for the 2020 hurricane season. It covers a portion of the deductible of the underlying crop insurance policy when the county, or an adjacent one, is hit with sustained hurricane-force winds from a named hurricane based on data from the National Hurricane Center at the National Oceanic and Atmospheric Administration (NOAA).

RMA has now added the Tropical Storm Option to this endorsement for damage caused by strong weather systems not categorized as hurricanes. The option would cover named tropical storms, as reported by NOAA with maximum sustained winds exceeding 34 knots and precipitation exceeding 6 inches over a four-day period. Both the wind trigger and precipitation trigger must occur for an indemnity to be paid. The HIP-WI endorsement, including the new Tropical Storm Option, is available for Highlands County Florida.

During the past three years, HIP-WI has been a successful risk management tool for many in affected areas, with nearly \$550 million paid in indemnities to date. As an example, 2022's Hurricane Ian resulted in almost \$300 million in indemnity, of which about \$260 million is attributed to HIP-WI. Crop insurance is sold and delivered solely through private crop insurance agents.

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National OJ Day – May 4th

Just a quick reminder to all of our members and friends that Thursday, May 4th is National OJ Day. You are encouraged to start to think about how, even in a very small way, you can help assist in reminding your friends, neighbors and business associates that Americans have long had a love affair with orange juice. In fact, we drink nearly one billion gallons a year – making it America's favorite 100 percent fruit juice.

We collectively need to promote this day as a great opportunity to raise a glass to the great taste and nutritional benefits of 100% orange juice. At the very least, please ask your social media contacts to go to [@OJfromFlorida](#) on **Twitter** (#OJselfie posts are encouraged) or www.facebook.com/FloridaOrangeJuice on **Facebook** and share a fun post about 100% Florida OJ.



Annual Florida Citrus Industry Conference

Just a reminder to save the dates of June 14th-16th for the Florida Citrus Industry Annual Conference in Bonita Springs. Florida Citrus Mutual has planned another great conference that will include informative educational sessions and a number of industry meetings for growers and associated partners to participate in. There will also be a number of fellowship events to enjoy, and this is an extremely family friendly event and venue if you have not attended the conference at the Hyatt Regency Coconut Point Resort and Spa before.

You can now register for the conference and reserve your hotel accommodations through the Citrus Mutual website at: <https://flcitrusmutual.com/florida-citrus-industry-annual-conference/>.

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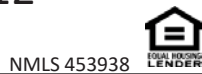
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The Florida Citrus Show

The Florida Citrus Show, taking place on April 13th, is introducing a new look, location and format. Complete details about the seminar sessions will be available soon. However, be sure to mark your calendar for the new and improved **Florida Grower Citrus Show**.

Now under AgNet Media management, the Florida Grower Citrus Show is introducing a fun new format for the event. This year, the trade show will feature the **Florida Grower Tailgate Party**. Growers will be able to visit with vendors and sample food from more than 50 exhibitors.



Be sure to stop and visit each vendor! Exhibitors will be competing for the “top tailgater” award. Growers can vote for their favorite tailgate dish, and the exhibitor with the most votes wins. Growers who participate by voting will be entered into a drawing for a prize.

The tailgate hub will be the center of the action. This will be where you can grab breakfast and a coffee in the morning and a BBQ lunch during the tailgate party in between seminar sessions. Try your hand at cornhole while you network with exhibitors. There is no better place to casually and comfortably network with your fellow growers.

The tailgate party will take place on April 13th in Fort Pierce in the parking lot between UF/IFAS Indian River Research and Education Center and the USDA Horticultural Research Laboratory.

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.

When: April 13, 2023

Breakfast: 8:00–9:00 a.m.

Trade Show: 8:00 a.m.–2:00 p.m.

General session: 9:00–11:00 a.m.

Tailgate party: 11:00 a.m.–2:00 p.m.

Educational sessions: 2:00–4:00 p.m.

Where: Fort Pierce, Florida at the UF/IFAS Indian River Research and Education Center (2199 South Rock Road) and the USDA Agricultural Research Service U.S. Horticultural Research Laboratory (2001 South Rock Road).

To learn more or pre-register, visit the **FL Citrus Show.com** website at: <https://floridagrower.net/2023-florida-citrus-show/>.

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Worker Protection Standard Requirements – Central Location Posting



The Worker Protection Standard (WPS) is a federal regulation that all agricultural workers and pesticide handlers must follow when working with and around pesticides. The WPS has guidelines to train workers and handlers on pesticide use and exposure. Employers must also follow the WPS by providing workers and handlers with personal protective equipment, decontamination supplies, and information about pesticides used at the establishment.

One of the requirements employers must follow is posting pesticide and safety information in a central location to which all employees have access. This can be where employees gather to begin work, take breaks, etc. Examples of what information a central location should contain are:

Pesticide Hazard Information:

This information should include the Safety Data Sheet (SDS) for all pesticides applied to the location in the last 30 days. The SDS contains pesticide exposure and first aid procedures, chemical information, and details about the pesticide useful in case of an emergency. The employer must post the SDS of pesticides within 24 hours of the end of the application. Employers may also have the SDS available for employees in a hardcopy form, such as a binder or electronic format, such as on a computer. If either of these methods is used for displaying SDS, all employees must have access to these methods during regular working hours.

Pesticide Application Information: This information must also be available within 24 hours of the pesticide application. Employers can create a chart that has the following information:

- Pesticide name
- Active ingredients
- EPA registration number
- Restricted Entry Interval (REI)
- Date and time of application (beginning and ending time)
- Location of application (ex: block #)
- Crops treated

This information must be displayed when there are workers or handlers on the property. The information must also be displayed for 30 days after the REI has expired or 30 days after the application if no REI is specified on the label.

Pesticide Safety Information:

The Pesticide Information and Safety Poster must list information on reducing pesticide exposure, decontamination instructions, and avoiding treated areas. The poster also should have an area where employers must provide critical information for use during an emergency. Here the employer must provide the name, location, and phone number of the nearest medical facility and the name and location of your establishment if emergency personnel must come out to your farm. Also, contact information for the state or tribal regulatory agency must be listed; in most cases, that would be the Florida Department of Agriculture and Consumer Services (FDACS). If the medical facility or state regulatory agency information changes, employers must update the information at the central location within 24 hours. Pesticide safety information must also be displayed in decontamination areas. This refers to either a permanent decontamination location or where supplies are located for 11 or more employees.

Important things to remember:

All workers and handlers must have access to these materials at all times during their working hours. All employees must understand the information provided at the central location. Images and translated materials can be used if the information can be easily conveyed and understood by workers and handlers. Employers should ensure that all postings provided at the central location are legible and replaced as needed. For more information or WPS training and safety materials, you can contact your local UF/IFAS Extension agent or visit the Pesticide Educational Resources Collaborative (PERC) website at: <http://pesticideresources.org//index.html>.

2023 Florida Citrus Growers' Institute

The 2023 Florida Citrus Growers' Institute program will be held on Tuesday, April 4th on the campus of South Florida State College's University Center Auditorium in Avon Park. Save the date now to plan to join the all-day educational event complete with CEU's for Certified Crop Advisors and Restricted Use Pesticide license holders and lunch. More details on the agenda and registration will be coming soon.



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HCCGA Citrus Connection Newsletter Advertising

HCCGA produces our monthly newsletter at the completion of each month, and it is published shortly thereafter. The ads you see in this newsletter are what make it possible for it to be produced and distributed, both in hard copy and electronically. In addition to our membership mailing list, the newsletter is also sent to our entire electronic contact list, which includes firms associated with other agricultural enterprises and is archived for at least one year on the Association's Website: www.hccga.com.

So if you would like more information about how to advertise with the Association, or would like to place an insertion order, contact Ray or Jan at the HCCGA office. Below are our advertising rates:

HCCGA Newsletter Advertising Rates

Full Page - Full Color	\$ 300.00 - per month
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Business Card - Full Color	\$ 500.00 - one year/12 issues
Business Card - Black & White	\$ 400.00 - one year/12 issues
Business Card - Full Color	\$ 350.00 - six months/6 issues
Business Card - Black & White	\$ 250.00 - six months/6 issues

** *Business card size ads must be placed for a minimum of six months.*

** *Half and Full page ads must be placed for a minimum of three months.*



Miss Florida Citrus Crowned

Casana Fink of Ocala was crowned the 2023 Miss Florida Citrus Feb. 25 in Winter Haven. She will help promote the Florida citrus industry over the next year. Fink was chosen during the Miss Florida Citrus and Miss Winter Haven Program held at Polk State College.

Ms. Fink, 24, is a graduate of the University of Florida, where she was a member of The National Society of Leadership and Success. She graduated with a bachelor's degree in telecommunications and attended Condé Nast College in London, where she received her fashion certification. Ms. Fink is an online fashion business entrepreneur with the goal of running a business while also being a fashion buyer for a high-end department store. In addition, she is a children's book author.

An appearance by Miss Florida Citrus may be scheduled by contacting Brenda Eubanks Burnette at 561-351-4314.

Florida Processed Orange Standards Reduced

The Florida Citrus Commission (FCC) on Feb. 22 reduced processed orange maturity standards for the remainder of this season due to the negative effects of 2022's Hurricane Ian. The emergency rule, proposed by the Florida Department of Citrus (FDOC), requires that all processed oranges have a Brix value of no less than 7.0. The rule also stipulates that there shall be no minimum ratio of total soluble solids to anhydrous citric acid. The rule took effect Feb. 23 and ends at 11:59 p.m. on May 23.

The FDOC reported that due to Hurricane Ian, significant amounts of the Florida orange crop will have a ratio of solids to citric acid below the 9-1 minimum established by rule. It said the current rule would prevent growers from selling fruit that does not meet the current minimum ratio of solids to citric acid. The FDOC added that industry leaders requested the emergency rule.

FCC Chairman Steve Johnson said he thought lowering the Brix to 7.0 with no ratio requirement would be a bit extreme. He said it would send a negative message that the FCC is not holding the industry to a standard. He suggested that the FCC instead make the same changes that were made last year during a freeze, lowering the Brix to 8.0 with the ratio at 8.5. But Commissioner Marty McKenna requested that the FCC move forward with the rule as presented by the FDOC, and Johnson joined all other commissioners to make the vote unanimous.

While the FCC's emergency rule is for fruit going into juice, the federal Brix minimum standard for not-from-concentrate orange juice is also a concern for the Florida citrus industry.

Source: Florida Department of Citrus

2023 HCCGA Golf Day

Registration
Page 21

The Highlands County Citrus Growers Association's annual golf tournament has been scheduled for the afternoon of **Thursday, April 27th** this year, at the **SUN 'N LAKE Golf Club** in Sebring. So make plans to join us for a fun day on the golf course. **A 12:00 PM luncheon and sign-in will precede the 1:00 PM tee off.** Lunch, range balls, on-course hot dogs-water-soda-beer, post tournament hors d'oeuvres and a raffle drawing prize ticket will be included in each golfing entry.

The cost is \$100.00 per player (\$400.00 per foursome), and the tournament is open to the public. A four-player team scramble format will be used in the tournament.

Thanks to our friends at **Heartland National Bank** for being the title sponsor of this event again this year. We have plenty of other sponsorship opportunities available for this event including hole contests, putting green and driving range sponsorships @ \$150.00 each, beverage cart sponsorship @ \$500.00 and luncheon & post play hors d'oeuvres sponsorship @ \$500.00. Also, if any entity would like to provide a quality raffle prize (*or contribute monetarily to do so*) for the post play raffle drawings, contact Ray or Jan at the HCCGA office.

A tournament registration flier is included in this month's newsletter - however; if you need additional info about this event, contact Ray or Jan at the HCCGA office (863) 385-8091.

Nominations for Wedgworth Leadership Institute Class XII

The UF/IFAS Wedgworth Leadership Institute for Agriculture and Natural Resources (WLIANR) is soliciting nominations for Class XII of its two-year leadership development program.

Utilizing 11 multi-day seminars throughout Florida, the United States, and internationally, WLIANR develops leaders to ensure a strong and adaptable Florida agriculture and natural resources industry for generations to come. WLIANR aims to prepare leaders to assume greater responsibilities in their organizations, industries, and communities; create strategic alliances to build strong networks; analyze complex issues to influence constructive change and to develop a better understanding of self and others, as well as the diverse communities in which we live and work.

To be eligible for consideration, nominees must:

- be at least 25 years old;
- have resided in Florida for a minimum of one year;
- receive a substantial portion of their income from Florida agriculture, natural resources, and/or related industries;
- and demonstrate strong leadership potential.

Self-nominations are accepted. Nominations close **June 1** and applications are due no later than **June 15**. Class XII will begin in Gainesville in November 2023. To learn more about WLIANR and to submit a nomination, visit wedgworthleadership.com.

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CITRUS DAY

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River Greens Country Club

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12:00 Lunch/Check-In

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Florida Growers to Vote on Marketing Order Amendments

The U.S. Department of Agriculture (USDA) will conduct a referendum April 3–May 1 on proposed amendments to the federal marketing order regulating the handling of oranges, grapefruit, tangerines and pummelos grown in Florida.

Notice of the referendum was published in the Federal Register on Jan. 18, 2023 at: <https://www.federalregister.gov/documents/2023/01/18/2023-00856/amendments-to-the-marketing-order-for-oranges-grapefruit-tangerines-and-pummelos-grown-in-florida>.

The proposed amendments would include reducing the size and quorum requirements of the Citrus Administrative Committee and revising the nomination and selection processes of committee members. The requirement to allocate committee seats based on volume from each district would be removed. Lastly, a new section would authorize the committee to receive and expend domestically sourced voluntary contributions and grant funds for promotion and research projects.

The committee, which locally administers the federal marketing order for Florida citrus under USDA's oversight, seeks these changes to reflect industry consolidation and reduced production. Having a smaller committee size would enable the committee to fulfill membership and quorum requirements, thereby ensuring a more efficient and orderly flow of business. The authority to accept voluntary contributions would allow for more collaboration with other organizations for research and promotional activities.

The proposed amendments would become effective if approved by two-thirds of the growers voting in the referendum or by those representing at least two-thirds of the volume of citrus grown by those voting in the referendum.

USDA's Agricultural Marketing Service (AMS) will mail ballots and voting instructions to growers. To be eligible to vote, a grower must have produced oranges, grapefruit, tangerines and/or pummelos in Florida from Aug. 1, 2021–July 31, 2022.

Eligible growers who have not received a ballot may request one by calling 863-324-3375 or by mailing the request to Southeast Region Branch Office, Market Development Division, Specialty Crops Program, AMS, USDA, 1124 1st Street South, Winter Haven, FL 33880. More information about the marketing order regulating the handling of Florida citrus is available on the AMS 905 Florida Citrus webpage at: <https://www.ams.usda.gov/rules-regulations/moa/905-florida-citrus>.



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For additional information, contact Tamara Wood - 863.698.9276 or tamara@craftfdn.org

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