



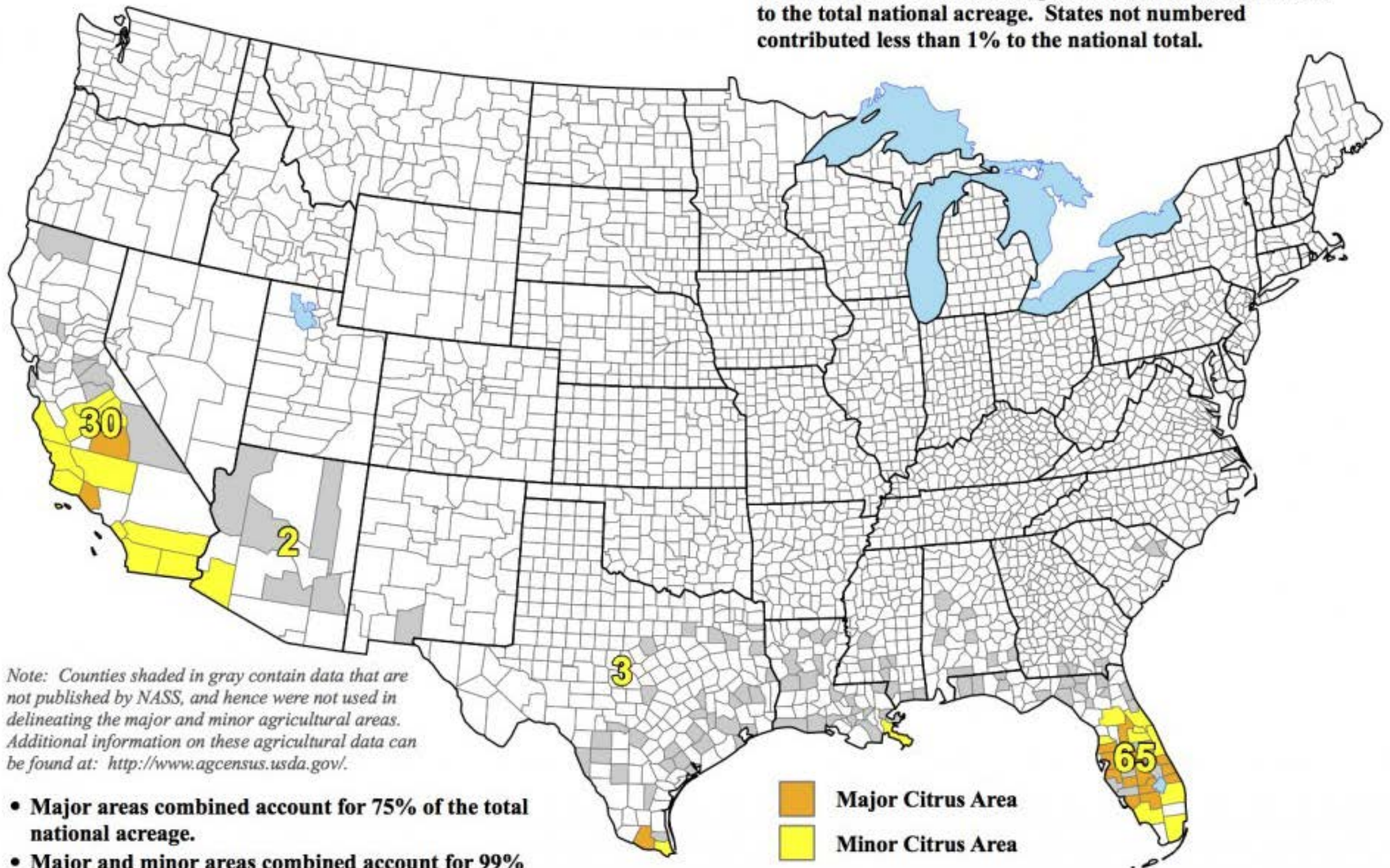
# THE FUTURE OF FLORIDA CITRUS: CONNECTING STAKEHOLDERS

*Lauren Hrncirik, NRLI CLASS XIII*



# United States: Citrus

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.



*Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: <http://www.agcensus.usda.gov/>.*

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Major Citrus Area  
Minor Citrus Area

USDA World Agricultural Outlook Board  
Joint Agricultural Weather Facility

<http://www.usda.gov/oce/weather/pubs/Other/MWCACP/Graphs/USA/citrus.pdf>



# CITRUS GREENING

(HLB; HUANGLONGBING)



**Asian Citrus Psyllid, Photograph by UC Riverside, Center for Invasive Species Research**

[http://cirs.ucr.edu/citrus\\_greening.html](http://cirs.ucr.edu/citrus_greening.html)



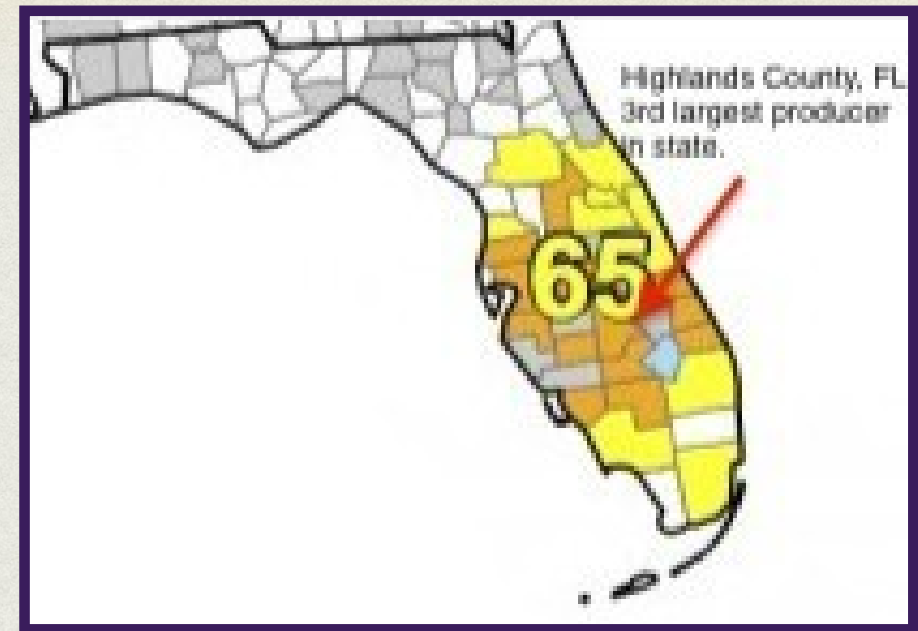
**Symptoms of greening disease, *Liberobacter* spp, on citrus. Photograph by University of Florida.**

<http://entnemdept.ifas.ufl.edu/creatures/citrus/acpsyllid.htm>



# CITRUS HEALTH MANAGEMENT AREAS (CHMA)

The goal of a CHMA is to coordinate the timing and ensure the proper rotation of pesticide mode of action to obtain the best psyllid control possible while minimizing the potential for pesticide resistance development.

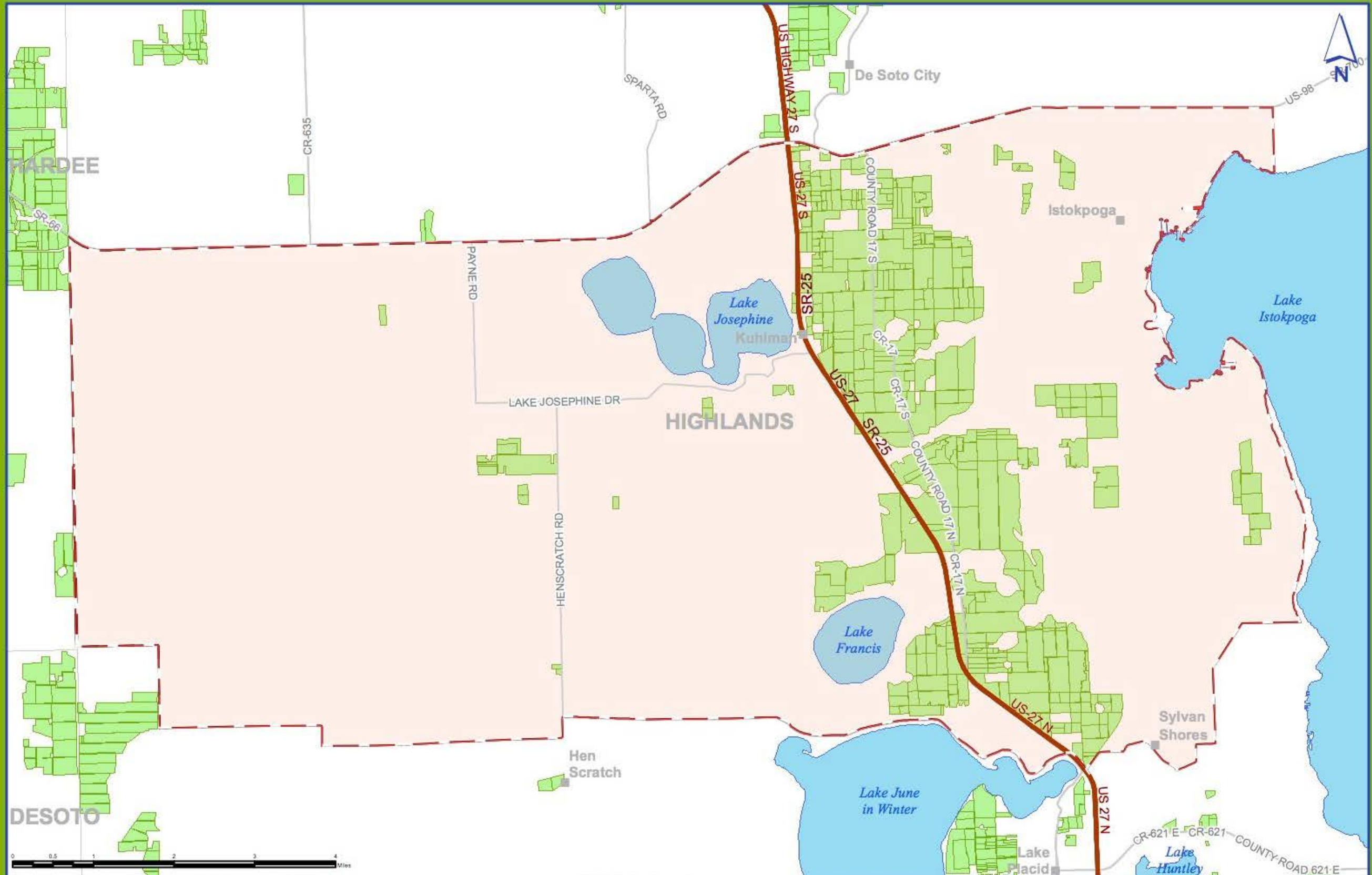


*Successful psyllid management is a team effort with all citrus growers as participants.*





# HIGHLANDS COUNTY Citrus Health Management Area Central Highlands 17/27 CHMA





# CHALLENGES

- Communication
- Multiple stakeholders
- Voluntary participation and many groves are not participating
  - Non-participation directly limits the effectiveness of the coordinated sprays for the entire area.
  - When growers spray independently from their neighbors, psyllids quickly re-invade from neighboring groves that weren't sprayed in sync.



# OBJECTIVES

- Identify barriers to stakeholder participation in Central Highlands CHMA
- Assess the communication strategies being used to manage CHMA in past
- Identify stakeholder perceptions of CHMA program
- Improve communication among CHMA to increase participation
- Develop strategies to engage stakeholders long-term & gain buy-in



# STOCKHOLDERS & INTERESTS

- **UF/IFAS Extension**
  - *Health management of Florida Citrus Industry*
  - *To provide accurate, relevant and timely educational resources and grower outreach for CHMA to be effective*
- **CHMA Coordinators**
  - *for all groves in CHMA to participate; for strategies to be cost-effective and sustainable for growers*
- **Citrus growers/grove owners**
  - *cost effective solutions to managing citrus greening in grove; to keep grove alive and profitable*
- **Grove Caretakers**
  - *Keep care taking costs low and retain profits; grow business and new clients*
- **Grower organizations**
  - *for growers (membership) interests to be met; to promote florida agriculture industry*
- **FDACS-DPI**
  - *maintain health of florida citrus industry; regulatory*
- **Chemical/Fertilizer Companies**
  - *health of citrus industry; new clients using product; profits*



# TIMELINE

## **October 2013 - February 2014**

- Ongoing relationship building and planning with CHMA coordinators

## **October 2013**

- CHMA coordinators finalize list of grove owners and contact information located in Central Highlands CHMA

- Review CHMA data from previous grower survey (summer 2013)

## **November 2013**

- Collect data from local citrus stakeholders & previous citrus agent
- Personal letter & Forum invitation from UF/IFAS Citrus Agent to 70 growers in central highlands CHMA
- Email invitation extended to non-grower stakeholders and other Highlands CHMA coordinators

## **December 10th 2013**

- Grower meeting & CHMA forum

## **January 2014**

- Follow up email communication with all growers regarding forum



# PROGRESS

- Developed Central Highlands CHMA 2014 Coordinated Spray Plan
  - *Developed several regional coordinated sprays*
- Awarded 2014 Summer Extension Intern
- 500 additional acres (that did not participate before) have signed into the CHMA following Dec. CHMA forum
- Regular Grower Forums and consistent communication between CHMA coordinators and growers

*Small Farmer: "Glad to be participating in CHMA. CHMA is the only way to survive."*



# LESSONS LEARNED

- Engaging multiple stakeholders in the process (bottom up) for longterm sustainability
- Significance of shared knowledge by clear, consistent and effective communication
- Power of an outside facilitator (non-expert) in guiding participatory decision making.
- THE PROCESS - no shortcuts!





QUESTIONS?

**Thank you NRLI Project Team!!**

Today in  
Washington!

