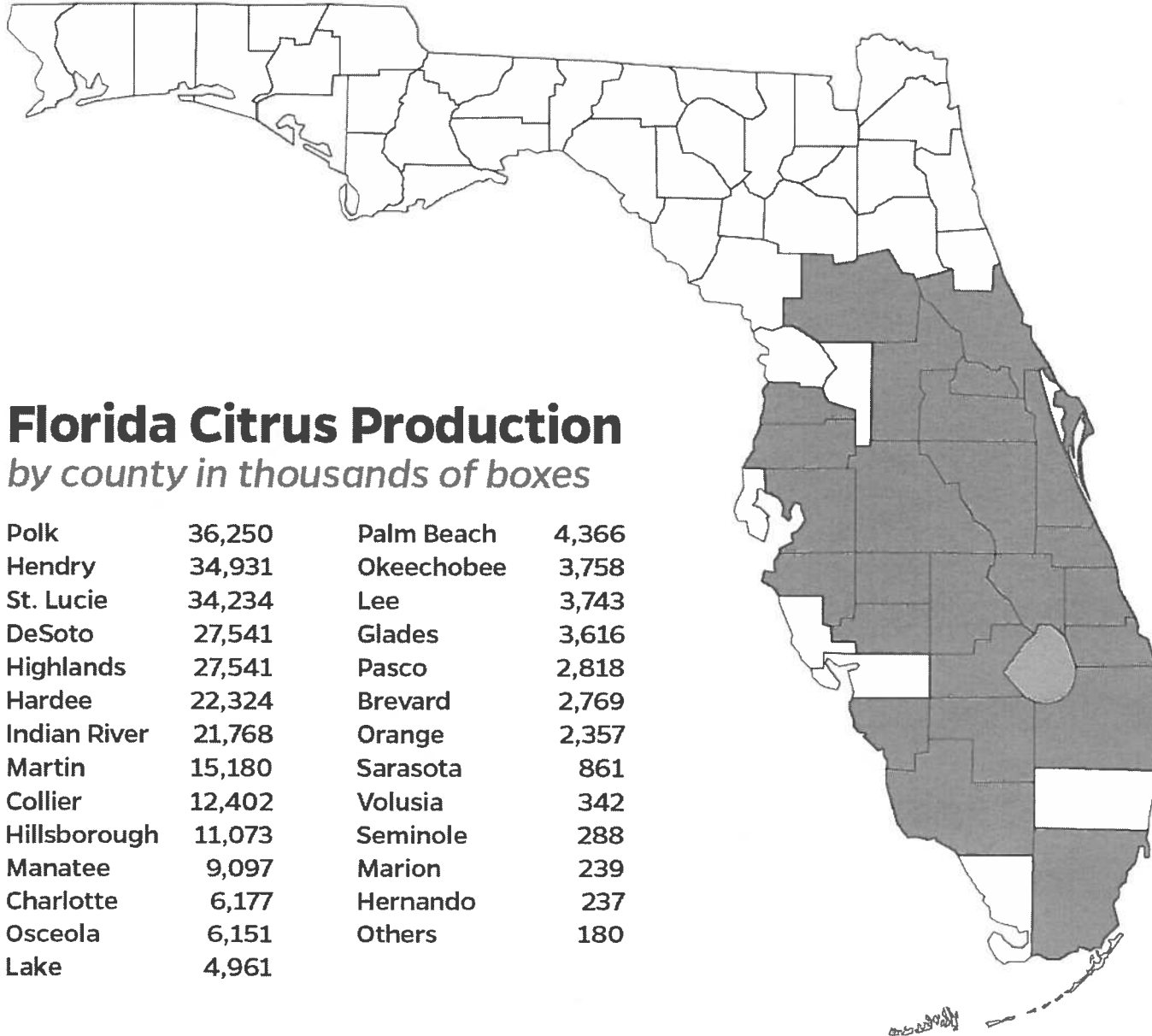


Season of Production in North Florida

VARIETY	Sept.	Oct.	Nov.	Dec.	Jan.
Satsuma		██████████	██████████	██████████	
Sugar Belle			██████████	██████████	
Hamlin		██████████	██████████	██████████	██████████
Navel		██████████	██████████	██████████	
Early Pride	██████████	██████████			
Orlando Tangelos		██████████	██████████	██████████	██████████

Counties regulated by Florida Department of Citrus

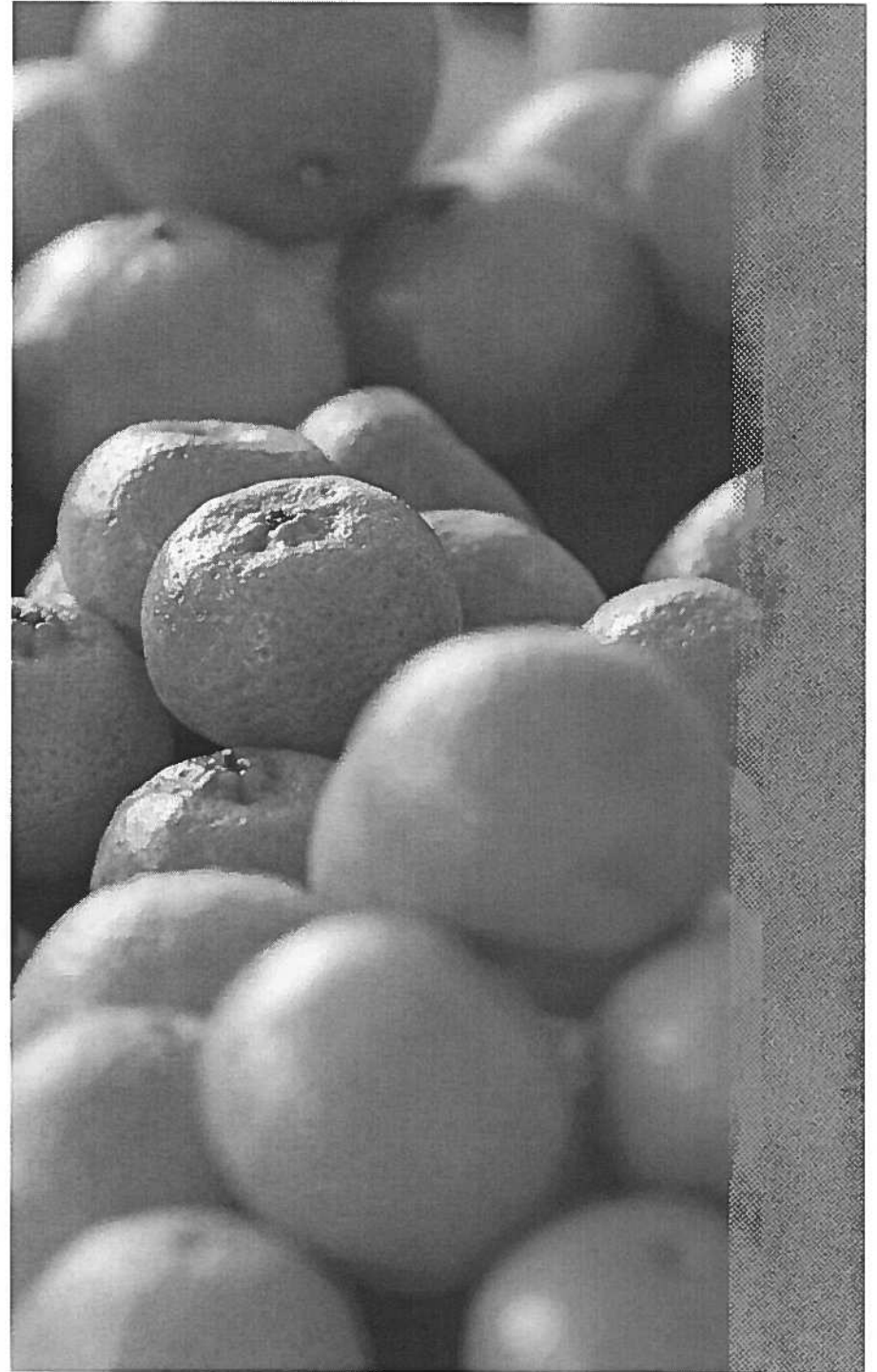


Florida Citrus Production *by county in thousands of boxes*

Polk	36,250	Palm Beach	4,366
Hendry	34,931	Okeechobee	3,758
St. Lucie	34,234	Lee	3,743
DeSoto	27,541	Glades	3,616
Highlands	27,541	Pasco	2,818
Hardee	22,324	Brevard	2,769
Indian River	21,768	Orange	2,357
Martin	15,180	Sarasota	861
Collier	12,402	Volusia	342
Hillsborough	11,073	Seminole	288
Manatee	9,097	Marion	239
Charlotte	6,177	Hernando	237
Osceola	6,151	Others	180
Lake	4,961		

Food safety requirements for Packers

- End user will determine specifics
- Commercial shippers
- Retail packer shippers
- Freight will be an issue in cost recovery





Factors that influence Success or failure in production

- Site selection – drainage, slope, soil type
- Over all grove care – irrigation, fertigation, granular fertilizer insecticides, fungicides, freeze protection
- Management – timeliness of all the above
- Utilizing professional services for marketing
- Yield's can reach 800-1000 boxes per acre on Hamlins under optimum management
- Other variety yeilds 350- 500 boxes/acre.

Become familiar with pricing and weight terminology

Boxes harvested per tree or acre.

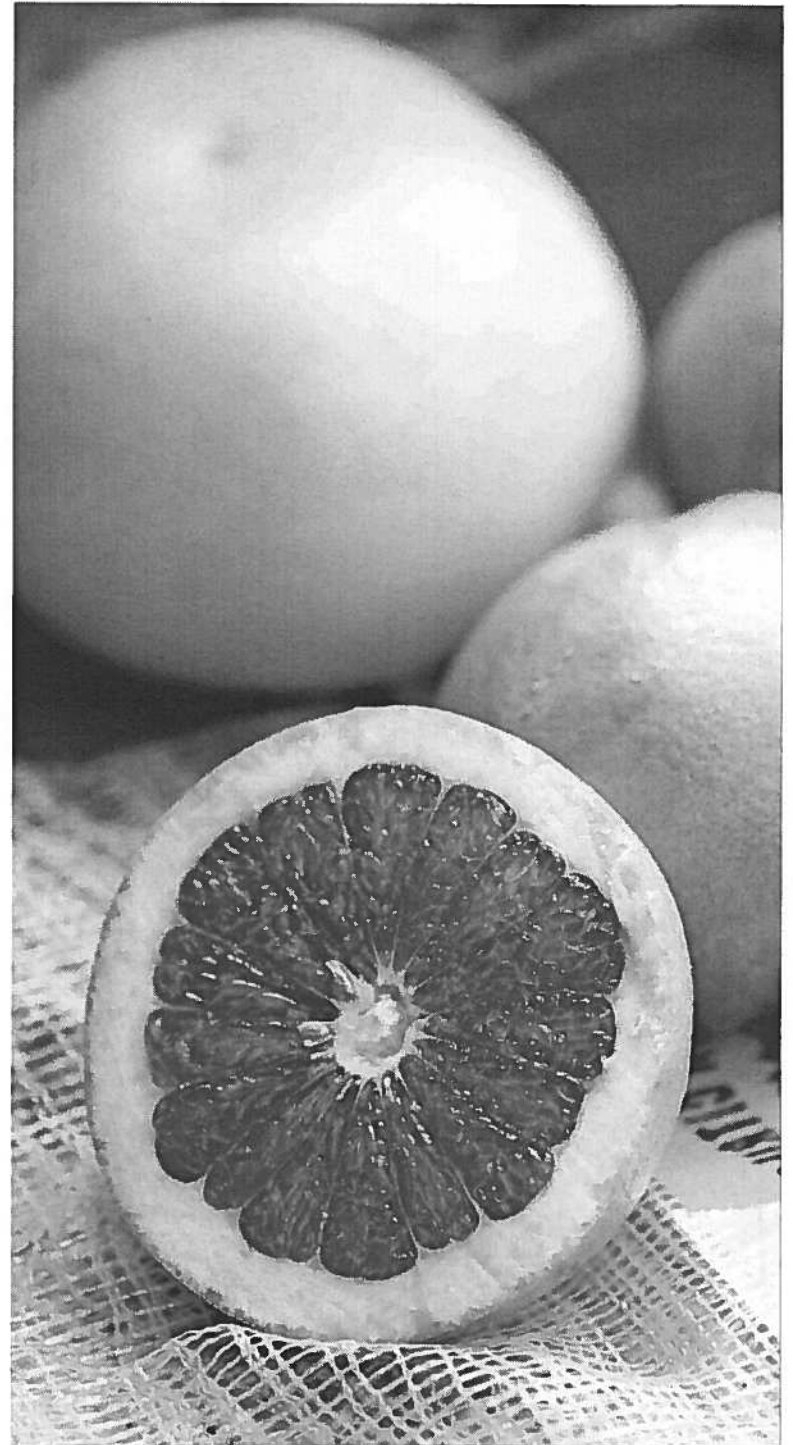
95 lbs. = bushel /box of tangerines

85 lbs. = bushel /box of grapefruit

90 lbs. = bushel / box of oranges

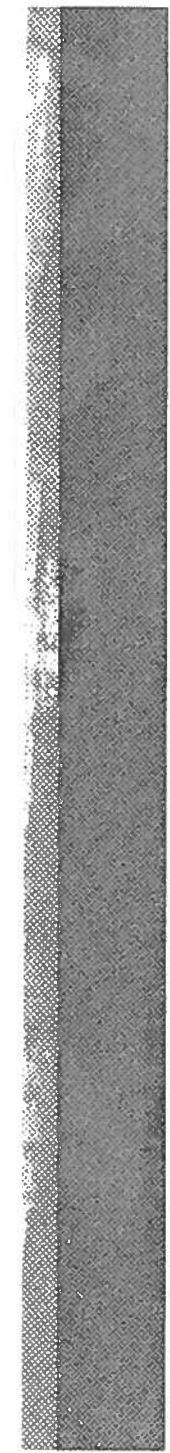
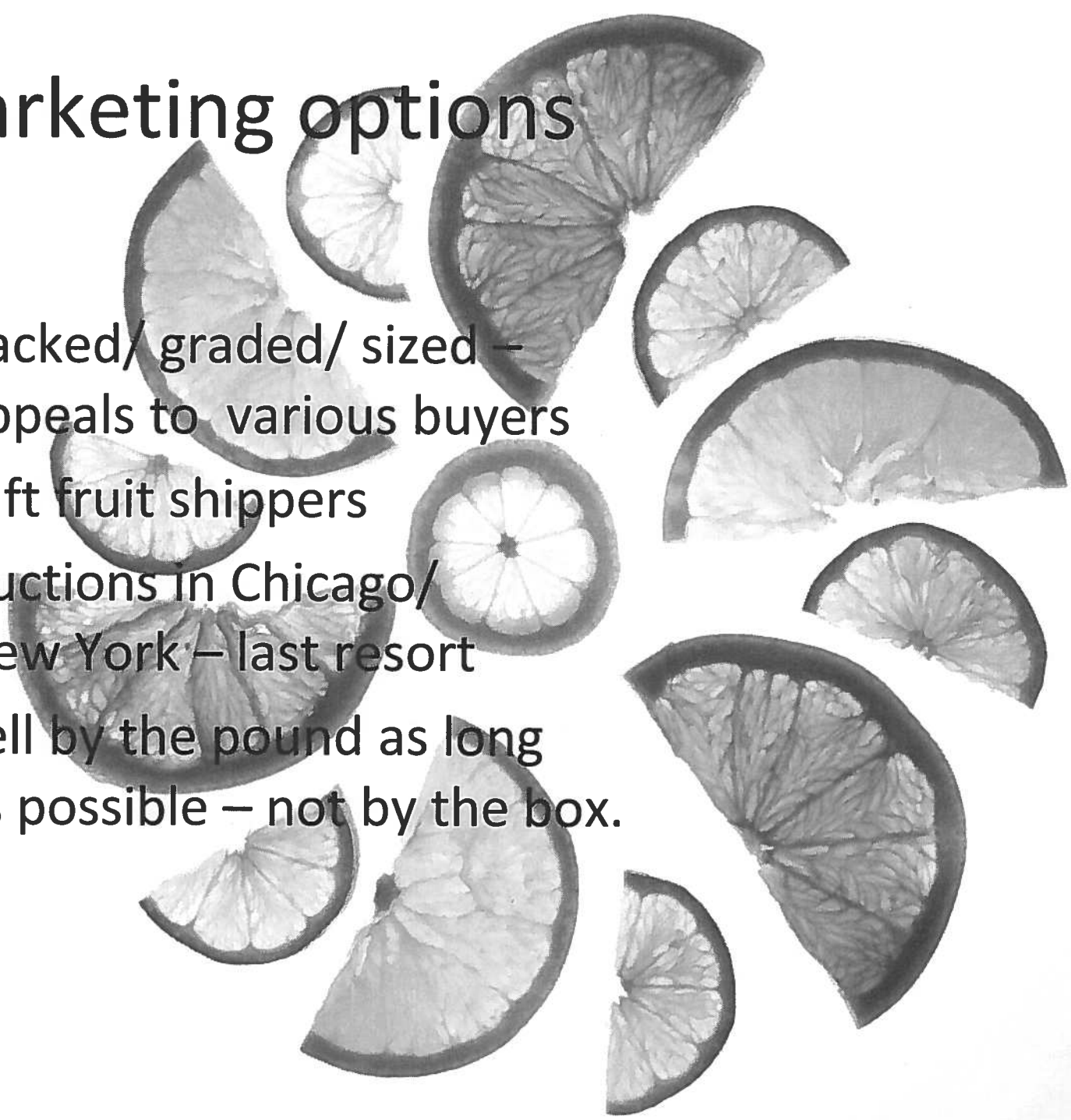
1 and $\frac{3}{5}$ bushel = 1 box

$\frac{4}{5}$ bushel = carton



Marketing options

- Packed/ graded/ sized – appeals to various buyers
- Gift fruit shippers
- Auctions in Chicago/ New York – last resort
- Sell by the pound as long as possible – not by the box.



Sources for marketing information.

- The Packer
- Red book – credit ratings, bill payments, volumes.
- Blue book- same
- Marketing associations
- Departments of Agriculture – Fresh from Florida

