



Why should you position your message in Citrus Industry Magazine?

Citrus Industry Magazine delivers key citrus production information and innovative tools to Florida citrus growers. *Citrus Industry Magazine* provides readers with the most current information available for owners and producers to successfully grow and market their citrus products.

Visit a Florida citrus grower's home or office and you'll almost certainly find *Citrus Industry Magazine* on a desk or nearby table. *AND IT'S BEEN READ!* If you want to reach the citrus industry's key purchasing decision makers, no other publication delivers better results.

With a reputation built on an 87-year history and editorial content the citrus community depends on, *Citrus Industry Magazine* is *the* best choice to get *your* message to the industry.

Ask about multi-media campaign opportunities with *Citrus Industry Magazine*, Southeast AgNet Radio Network, www.AgNetOnline.com and *Citrus Expo*!

2008 Editorial Calendar Remaining

July

Leaf and soil sampling, analysis, and interpretation

Hurricane Preparedness in Citrus:

Citrus Expo Preview

Compliance Agreement Overview and Instructions:

Grower Trials Series: see details below. Topics will be plugged in as we develop the list of topics.

August –

The Citrus Expo Issue

Seasonal Production Article – Fall Considerations:

Seasonal citrus HLB and canker management considerations would be a component of these integrated articles.

Flooding injury, Phytophthora, and drainage:

Farm Equipment safety: This article could be a reminder regarding safety threats related to equipment around ag operations, but could also address some of the current issues (use of scouting platforms, etc.).

Grower Trials Series: see details below. Topics will be plugged in as we develop the list of topics.

September

Quarterly Mechanical Harvesting and Abscission Update: See detailed description below.

Evaluation of technology to assist citrus production V: Sensor technology. A look at GPS equipment and its applications to citrus production. What are the variables to consider in selecting equipment for your operation? How can you benefit from use of this technology?

Grower Trials Series: see details below. Topics will be plugged in as we develop the list of topics.

October

Update on Impact of Citrus canker and related regulations on the fresh fruit industry

Rootstock Reflections: Annual update on new results in evaluating rootstocks for Florida.

Grower Trials Series: see details below. Topics will be plugged in as we develop the list of topics.

November

Seasonal Production Article – Winter Considerations:

Seasonal citrus HLB and canker management considerations would be a component of these integrated articles.

Cold Protection Issues going into Winter: Preparation for cold weather, including inventory and pictures for insurance purposes, updates on cold protection learned from 2006-07 California freeze.

Grower Trials Series: see details below. Topics will be plugged in as we develop the list of topics.

December

The Citrus Guide Issue

Quarterly Mechanical Harvesting and Abscission Update: See detailed description below.

Grower Trials Series: see details below. Topics will be plugged in as we develop the list of topics.

Proposed New Series of IFAS Citrus Industry Articles – Additional Details

Seasonal Production Article Series: This quarterly piece could highlight the important production components that are coming into play during the ensuing period, and could serve as an integrative article on how production managers look at seasonal decisions, such as fertilization and irrigation, scouting and pest management, preparation for fruit harvest, etc. These articles would necessarily be broad and could/should involve multiple authors. They also could be the anchor for several topical articles that would appear in the same or next issues of CI. An example of such a pairing is shown in November above.

Grower Trials Series: A monthly column that highlights efforts of growers to evaluate existing or new methods to manage citrus production under today's challenges. A common format will be evolved to capture information from a grower trial or experience. Some of the elements discussed for feature articles are: what was the goal of the trial, some pertinent details, how it was evaluated, results, and interpretation. Growers are indicating that they are aware of a lot of field trials being conducted in Florida by large and small growers, and want to know what they are learning to either utilize the positive results or avoid the less useful tactics. A given month could focus on a topical issue (e.g., defoliation for canker control, scouting for greening, aerial application of pesticides, fogging, etc.) and cover several growers' efforts, with a summary, or could be a more in-depth article on what growers in different regions are doing to develop or evaluate new tools. A lot of effort is being expended in trying strategies that could be more useful if better communicated among the industry. Format could also include Q&A, interview, other first person account.

Quarterly Mechanical Harvesting and Abscission Update: A quarterly feature article from the MH/Abscission team to provide new information on this important aspect of citrus. Seasonally, this year the articles will cover a recap of the 2007-08 harvesting season and the role of mechanical harvesting. Also planned for these articles are focus on the sectors of citrus industry who will influence and be influenced by mechanical harvesting and abscission adoption. Focus of articles will shift quarterly from nursery production of trees for future mechanical harvesting; production manager impacts of mechanical harvesting; harvester perspective on mechanical harvesting/abscission; and finally, processor's perspectives on mechanical harvesting/abscission.

International Series – a new idea to highlight connections of importance to Florida growers, as well as to our international colleagues. These quarterly pieces could focus on an aspect of citrus production in another country (e.g., open hydroponics use in South Africa), a report from a Florida grower (or researcher) visit to another citrus production area of the world (e.g. trip reports from grower trips to Brazil), or an interview or story from an international grower(s) (e.g. story Gary Cooper did on Honduras grower). These could be a regular identified feature at some interval (possibly quarterly) or could be sporadic as opportunities arise. It would be useful to identify potential story ideas for the next 12 months that might fit into this series.