

2nd Annual International Citrus Economics Conference

*"Managing Today's Risks to
Capitalize on Future Opportunities"*



**October 26 & 27, 2011
Gaylord Palms Hotel
Orlando, Florida, U.S.A.**



Cover and Program designed by
Katherine M. Snyder
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To: 2011 International Citrus Economics Conference Attendees
Subject: Antitrust Considerations

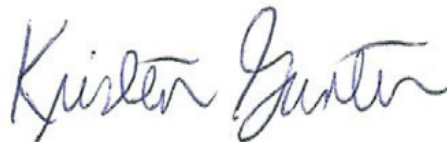
We know that you are looking forward to an informative conference over the next two days (October 26 and 27, 2011.) Although it is entirely appropriate for this group to meet, learn from each other and about topics on the Conference Agenda, please be reminded that speeches, discussions and remarks can in no way violate U.S. antitrust laws. (Generally Sections 1 and 2 of the Sherman Act and Section 5 of the FTC Act).

While the following is not a fully inclusive list of dangerous areas, you should generally avoid any discussions that would tend to:

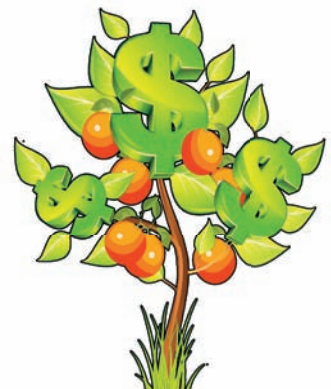
- Raise, lower or stabilize prices
- Regulate production levels
- Affect availability of product
- Affect allocation of markets or customers
- Encourage boycotts of products
- Foster unfair trade practices
- Encourage anyone from refraining from competing
- Discuss current and future prices or what constitutes a "fair profit"
- Hinder competition
- Encourage deceptive and unfair business practices

The exchange of pricing information at professional conferences among otherwise competing companies and professionals has been found to reduce price competition-- so we urge your cooperation, sensitivity and good judgment in this regard. Although it is difficult to always know if comments or actions violate antitrust laws, if you witness presentations or discussions that verge on forbidden areas, please immediately object or express your concern to a conference moderator. If you are unclear on the law, we urge you to consult with your own legal counsel.

Sincerely,



Kristen C. Gunter



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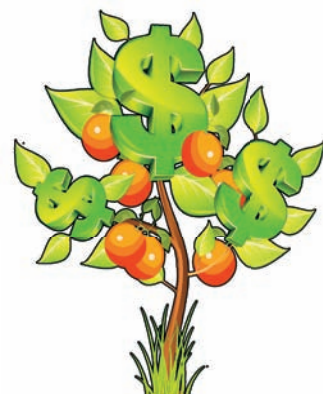
2nd Annual International Citrus Economics Conference

October 26 and 27, 2011

Gaylord Palms Hotel
Orlando, Florida

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University of Florida
Institute of Food and Agricultural Sciences
Citrus Research and Education Center
Lake Alfred, Florida



Wednesday Afternoon
October 26, 2011

Part 1

Markets and Marketing



12:30 - 1:30 PM	Conference Registration and Citrus Industry Slide Presentation
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Moderator: Pat Schirard (CEO, Indian River Select)

- 1:30 - 2:00 PM** **Opening Remarks: Ray Huffaker¹ & Allen Morris²**
¹Chair, Food and Resource Economics Department, University of Florida/IFAS and ²University of Florida/IFAS/CREC
- 2:00 - 2:30 PM** **The Evolution of Retail Merchandising: Shopper Marketing, a Key to Growing Demand for Orange Juice - Leigh Killeen**, Deputy Executive Director, domestic Marketing, Florida Department of Citrus
- 2:30 - 3:00 PM** **The Role of New Varieties in Growing Demand for Fresh Citrus - Peter Chaires**, Executive Director of the New Varieties Development and Management Corporation
- 3:00 - 3:30 PM** **Summer Fresh Citrus: The Evolution of a Category - Bruce McEvoy**, former President, Seald Sweet, Inc.

3:30 - 3:45 PM BREAK

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Part 2



Orange Production and Juice Supply

Moderator: Dan Casper (Vice-President of Fruit Procurement, Sales, and Marketing, South Gardens Citrus)

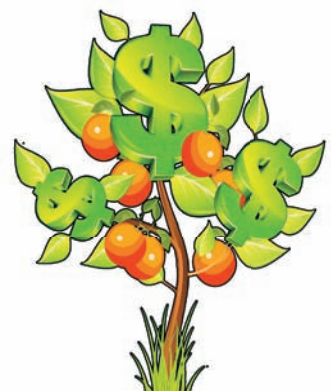
3:45 - 4:15 PM **10-Year Florida Orange Production Forecasts Under Endemic Greening** - Tom Spreen, Professor, Food and Resource Economics Department, University of Florida/IFAS

4:15 - 4:45 PM **10-Year São Paulo, Brazil Orange Production Forecasts Under Endemic Greening** - Gilberto Tozatti, President, GCONCI; Maurício Mendes, Chief Executive Officer, AgraFNP

4:45 - 5:15 PM **China's Potential as an Orange Juice Producer and Exporter** - Zhifeng Gao, Food and Resource Economics Department, University of Florida/IFAS

5:45 - 6:45 Cocktail Reception

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Dinner on your own.

*Thursday Morning
October 27, 2011*



Part 1

*Market,
Production,
and Financial Issues*

Moderator: Allen Morris (University of Florida/IFAS/CREC)

7:30 - 8:30 AM Continental Breakfast - Sponsored by



8:30 - 9:00 AM Birth, Growth and Development of FCOJ Futures and Options - Joe O'Neill, former President of the New York Cotton Exchange

9:00 - 9:30 AM Retail Food Market Dynamics and Sourcing Strategy - Graham Leary, Vice-President, Strategic Sourcing, Winn-Dixie

9:30 - 10:00 AM The Role of Quality in Building a Successful Orange Juice Brand and a Growing Orange Juice Market - Chip Bettle, for Senior Vice-President of Technology, Tropicana Products, Inc.

10:00 - 10:15 AM BREAK

Orange Juice Taste Test

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Part 2



*Market,
Production,
and Financial Issues*

Moderator: Allen Morris (University of Florida/IFAS/CREC)

10:15 - 10:45 AM Impact of Orange Juice Market Dynamics on Fruit Prices - Allen Morris, University of Florida/IFAS/CREC

10:45 - 11:15 AM The Benefits of an Abscission Agent for All Segments of the Citrus Industry - Taw Richardson, CEO, AgroSource, Inc.

11:15 - 11:45 AM Citrus Outlook for the 2011-2012 Season - Mark Brown, Florida Department of Citrus

12:00 - 1:30 PM CATERED LUNCH Sponsored by



Impact of Increased Globalization on New Pest and Disease Outbreaks for Florida Agriculture and Citrus, Guest Speaker - Richard Gaskalla, Director, Division of Plant Industry, Florida Department of Agriculture and Consumer Services



*Thursday Afternoon
October 27, 2011*

Part 1



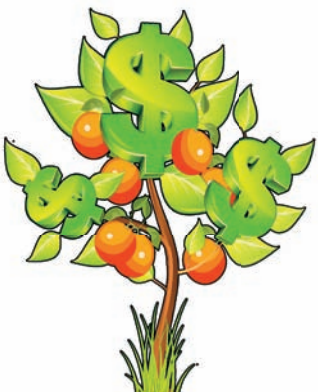
*Citrus
Greening*

Moderator: Harold W. Browning (Chief Operating Officer, Citrus Research and Development Foundation)

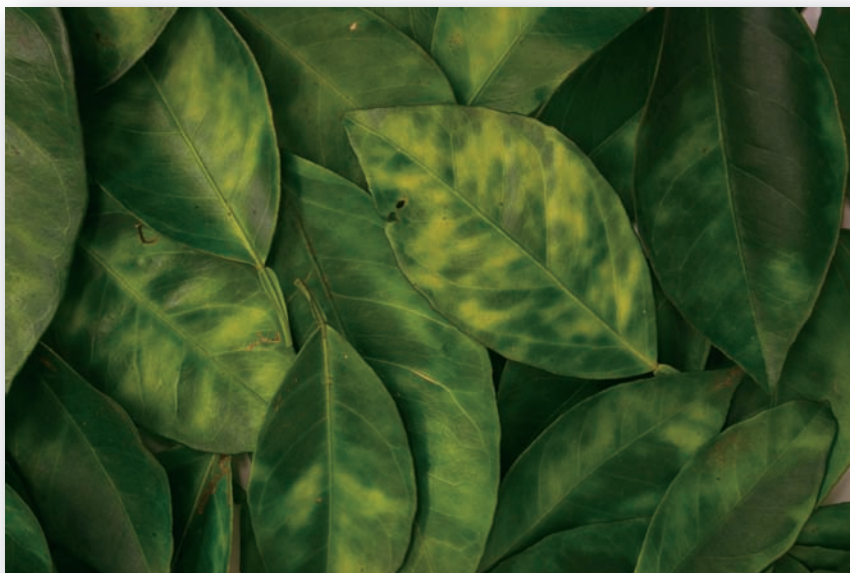
- 1:30 - 2:00 PM** **Estimates of Past and Future HLB Infection Rates in Florida Citrus** - Mike Irey, Chief, Plant Sciences Technical Operations, U.S. Sugar Corporation
- 2:00 - 2:30 PM** **Estimated Current and Future HLB Infection Rates in São Paulo Citrus** - Renato Bassanezi, Research Scientist, FUNDE CITRUS
- 2:30 - 3:00 PM** **Role and Effectiveness of CHMAS in Managing Psyllid Populations and HLB** - Greg Carlton, Chief, Bureau of Pest Eradication and Control, Division of Plant Industry

3:00 - 3:15 PM BREAK

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Part 2



Citrus
Greening

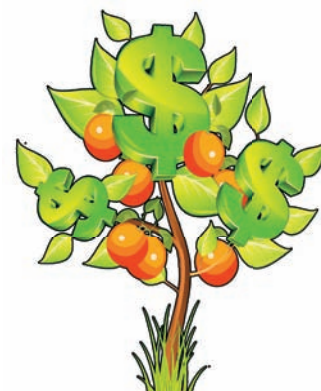
Moderator: Harold W. Browning (Chief Operating Officer, Citrus Research and Development Foundation)

3:15 - 3:45 PM **Progress on HLB Research and Outlook for a Cure - Harold W. Browning**, Chief Operating Officer, Citrus Research and Development Foundation

3:45 - 4:15 PM **Results of Another Year's Experience Using an Enhanced Foliar Nutrient Program Instead of Removing Trees - Bob Rouse**, University of Florida/IFAS, Southwest Florida REC-Immokalee

4:15- 4:30 PM **Closing Remarks - Allen Morris**, University of Florida/IFAS/CREC

4:30 Adjourn



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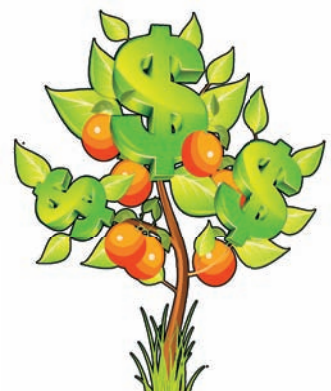
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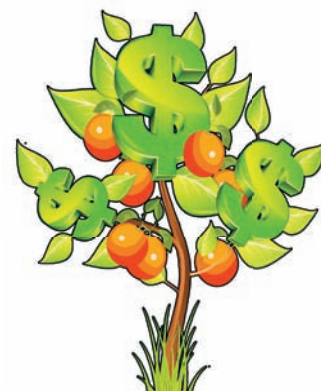
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