Florida Citrus Advanced Technology Program

QUARTERLY & FINAL REPORTS: Control of Citrus Greening, Canker & Emerging Diseases of Citrus

Instructions Complete the fields based on your project specs. When finished, save the form to your local disk using a unique name. Then, go to **http://research.fcprac.com**, and log in with your user name and password using Researcher Login in the lower left. Find this project title and click on **Submit a Report**. Update your profile information if needed, then upload this report as directed.

2009-2010 REPORT	CATEGORY (drop-down)	TODAY'S DATE (m/d/yr)
◉ *Quarterly Report* ○ *Annual Report* ○ *Final*	Management	

WHAT IS THE "HEADLINE" FOR THIS REPORT (e.g. a one-sentence "newspaper headline" describing what you accomplished)

TITLE and CONTACT INFORMATION

Proposal Title Long-Run Processed Orange Production and Price Impacts Associated with Citrus Greening in Florida and S.P., Brazil with Implications for Structural Change in the Florida Citrus Sector

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Organization University of Florida	*Total Direct Funds (current year)* 122,000

REPORT UPDATE (650 words; provide details about your headline)

There were three significant accomplishments during the quarter. A visit to the citrus sector of Sao Paulo, Brazil was completed in May. The trip included visits to two large citrus growing farms and several smaller farms. FUNDECITRUS, the major citrus research entity in Brazil was also visited and researchers there gave an update on the greening situation in Sao Paulo. They have developed a model of greening spread at the grove level which may prove valuable in grove level decision-making. A main finding from the trip is that greening is widespread in the central-east portion of the Sao Paulo citrus growing area. A large number of trees in this area have been eradicated and more eradication will occur in the near future. While new planting to replace eradicated trees was accomplished at a high rate in 2006-08, new planting has declined with lower fruit prices which will have implications for future fruit production.

A second accomplishment is that a relationship with researchers at the University of Sao Paulo has been established which will foster information exchange. Dr. Margarete Boteon will visit Florida in August to make a presentation at the Southwest Florida Citrus Expo. She has recently published a study which was two case studies that analyzed the cost of production for citrus in Sao Paulo. This study provides detail on production practices and costs not published previously. It will be of great assistance to analyze both future production prospects and the competitiveness of the citrus sector in Sao Paulo.

An update of the economic impact of the citrus sector on the economy of Florida was begun late in the quarter. With the loss of both tree numbers and acres planted across all citrus varieties grown in Florida, it is important to establish a new benchmark on the economic impact of the industry. A similar approach to previous studies is being taken in which an input-output model of the Florida economy is modified to identify the economic contribution of the citrus industry.