COMMERCIAL PRODUCT DELIVERY COMMITTEE

Strategy versus Tactics

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Definition of Terms and Significance

FOCAL POINTS

- Tactics – literally means to arrange; troop placement prior to battle; use of weaponry and execution
- Strategy – a careful plan or method for achieving a long term goal

RESULTS

- Must admit that we fumbled the ball – Greening is here to stay
- Must develop a long term Management Strategy based on sound scientific tactics or principles of plant disease control.
**SIX ESTABLISHED PRINCIPLES OF CONTROL**

- **Avoidance** – delaying planting time or moving to a new geographical location
- **Exclusion** – seed certification, crop inspection, and insect vector control as well as quarantine measures
- **Eradication** – elimination of the pathogen from an infested area
- **Protection** – chemical sprays, modification of the environment, and modification of host nutrition
- **Resistance** – genetic manipulation of the host, chemotherapy, induction by application of biotic or abiotic factors
- **Therapy** – treatment of the infected plant in an attempt to cure or rejuvenate through the use of physical or chemical agents
# CURRENT CPDC PROJECTS

## TACTICAL ELEMENTS OF A WORK PLAN
- Vector Control – CHMAs
- Antimicrobial Compounds
- Naturally Occurring Microbes
- Tolerant Rootstocks
- PGR Interactions
- Thermal Therapy
- Genetic Technology

## ASSUMED PRINCIPLE
- Exclusion and Protection
- Therapy
- Resistance (Induced Systemic)
- Resistance (Horizontal)
- Therapy
- Therapy
- Resistance (Vertical)

# PROJECTS NOT CURRENTLY ASSIGNED

- Project Title #5 – Strategic Clas Inoculum Reduction in Untreated Groves
- Project Title #6 – Case Analysis of Grower Successes in Response to HLB
- Project Title #8 – Candidate HLB Tolerant Rootstock Plantings
- Project Title #10 – Integrating HLB Management Tools into New Groves
BY COMBINING SOME OF THE PROJECTS NOT CURRENTLY ASSIGNED

- CREATE DEMONSTRATION PROJECTS OR MODEL SITES IN COOPERATION WITH IFAS, USDA, AND INDUSTRY REPS THAT SHOWCASE WORKABLE TECHNOLOGY ORGANIZED INTO AN OVERALL MANAGEMENT STRATEGY THAT CAN MAINTAIN PRODUCTION OBJECTIVES IN A “GREENING WORLD”

USE THE AVAILABLE TACTICS TO DEVELOP A MANAGEMENT PLAN

- DRAFT A MANAGEMENT STRATEGY BASED ON SOUND SCIENTIFIC PRINCIPLES AND THE MISSION STATEMENT: “Advance disease and production research and product development activities to insure the survival and competitiveness of Florida’s citrus growers through innovation”.
BASIC CONCEPTS OF MODEL SITE

Integrated Crop Management

- Nutrient Management
- Rootstock/Scion Combination
- Irrigation Management
- Pest/Host Interaction
- Physiology (biochemical pathways, photosynthesis)
- Soil Drainage (bed construction, site selection)
- Abiotic Factors (Evapotranspiration, wind speeds, soil pH)
- Disease Pressure
- Cultural practices (hedging, topping, harvest date)
- Weed Management

PATHWAY TO ACHIEVING A SUSTAINABLE MODEL

1. Identification of the local sets of constraints or challenges to high quality crop production, and the selection of relevant criteria for sustainability assessment

2. Elaboration of a cropping system prototype or model, and its assessment indicators adapted to the targeted set of constraints

3. On-station assessment and recommendations for adjustments of the model

4. On-farm evaluation and adjustment of the model
CONCLUSION

- Let’s work together on creating a new vision for the Florida citrus industry
- Develop a management strategy
- Use sound scientific principles
- Eliminate obstacles to results by streamlining the objectives