

COMMERCIAL PRODUCT DELIVERY COMMITTEE

Strategy versus Tactics

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Definition of Terms and Significance

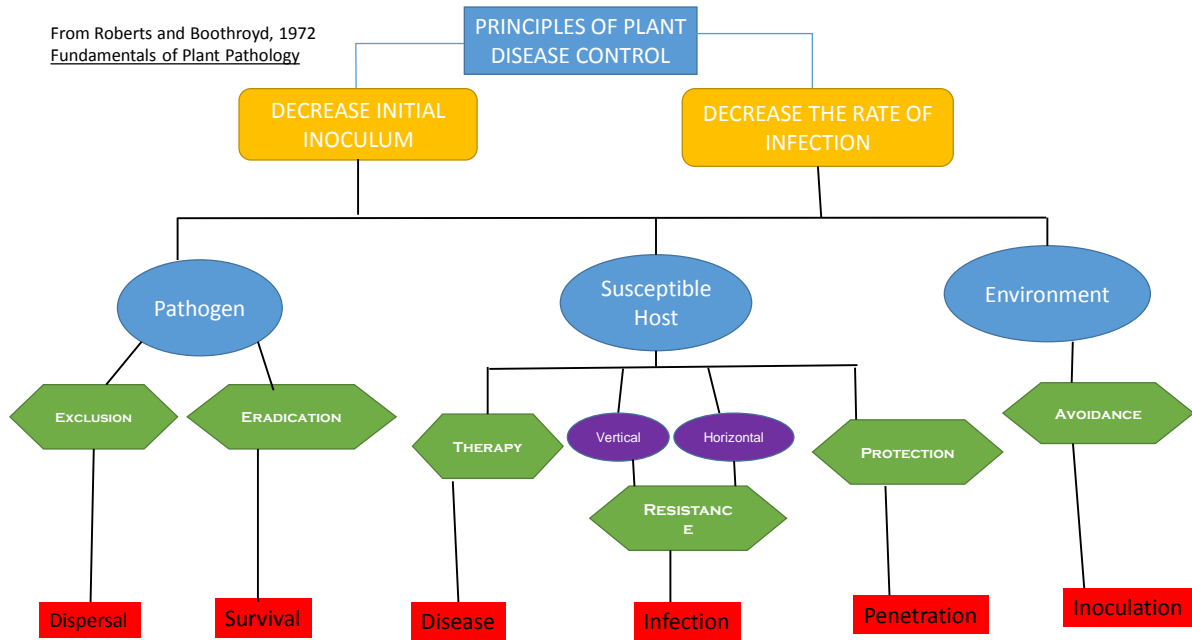
FOCAL POINTS

- 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.

From Roberts and Boothroyd, 1972
Fundamentals of Plant Pathology



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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

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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"



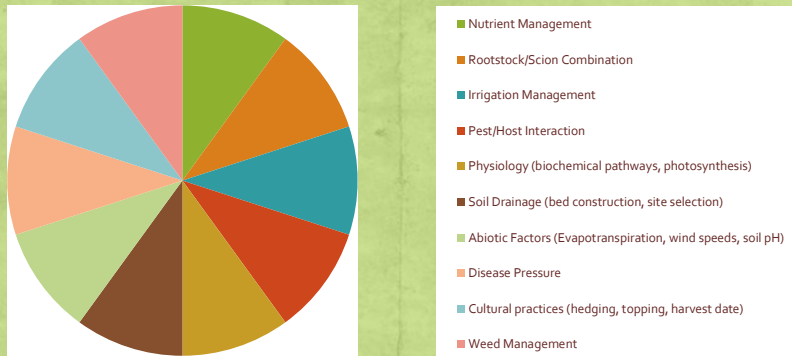
USE THE AVAILABLE TACTICTS TO DEVELOP A MANAGEMENT PLAN



- 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



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