

FOR IMMEDIATE RELEASE

New Citrus Variety Options for Florida Growers

MAITLAND, Fla. (June 5, 2013) - New Varieties Development & Management Corp. (NVDMC) has announced a schedule of statewide grower meetings supporting the launch of the new FAST TRACK citrus evaluation program.

NVDMC has worked closely with University of Florida's Institute for Food and Agricultural Sciences (IFAS) Plant Improvement Team and Florida Foundation Seed Producers, to establish a new and innovative program through which growers can register to plant 5-30 trees of experimental fresh citrus selections. Through FAST TRACK, commercial growers will participate in the trial process and provide feedback that will inform release and commercialization decisions. Growers will be integral to the release and commercialization process. FAST TRACK is intended to reduce the amount of time necessary to evaluate and release promising new varieties. The program is for fresh fruit varieties only. FAST TRACK Growers will receive benefits for their participation.

All interested commercial citrus growers should plan to attend one of the meetings. A presentation will explain details about the program and registration documentation will be distributed. Representatives from the IFAS Plant Improvement Team and FFSP will also be present. Each meeting will last approx. 90 minutes.

July 31 st	9:30 AM	Lake County IFAS Extension Office 1951 Woodlea Rd. Tavares, FL 32778-4204
	2:00 PM	IFAS Citrus Research and Education Center 700 Experiment Station Rd. Lake Alfred FL 33850
August 1 st	9:30 AM	Highlands County IFAS Extension Office 4509 George Blvd Sebring, FL 33875-5837
	2:00 PM	UF Southwest Florida Research and Education Center 2685 State Road 29 North Immokalee, Florida 34142
August 2 nd	9:30 AM	Indian River Research and Education Center 2199 South Rock Rd Ft. Pierce FL 34945
	2:00 PM	Brevard County Extension Office 3695 Lake Drive Cocoa, FL 32926

Seating may be limited. Please RSVP by fax to (321) 214-0223 or email to Lucy.Nieves@ffva.com