


Suite II

FAST TRACK



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- IFAS, FFSP, NVDMC
 - A means of moving experimental fresh selections to Florida growers for non-commercial evaluation.
 - Florida growers participate in experimental trials and offer input on commercial decisions.
 - Program involves nursery participation.
 - Royalty rates are fixed*
 - **Encourage grower involvement in trials.**
 - **Generate revenue to the breeding program if selections commercialized.**
 - Reward growers for participating:
 - **Reduce future royalty rates and provide a head start**
 - Allow late adopters to participate,
 - Three-Tier system,
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Tier 1..... The Trial Stage

The Program

- Statewide announcement of the opportunity (clock starts 8/19/14).
- All Florida growers invited to participate.
- Growers sign up for experimental trials.
- Enrollment period is 180 days, then closes 02/15/15.
- Sign Evaluation Agreement.
- Fruit not for sale.
- IFAS staff/faculty involved in evaluation process.
- Formation of Tier-1 Grower Groups.

The Rate

- \$50 participation fee per variety.
 - Minimum of 5 trees.
 - Maximum of 30 trees.
 - Cost of trees reimbursed by grower.
 - Growers chooses selections of greatest interest.
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Tier-1 (Additional Details)

- Two Nurseries will propagate trees
 - **Orders will be divided evenly between the two**
 - **Each nursery will propagate trees of all selections**
 - **Growers will get all of their trees from one nursery**
- Rootstocks
 - **Two rootstocks are offered for trial.**
 - X-639
 - Sour

Tier 2 ... The Early Adopter Commercialization Stage

The Program

- If any one Tier-1 Grower desires to commercialize a selection.....
- Those in the Tier 1 grower group who elect to become Tier-2 growers are eligible to plant commercially.
- Favorable royalty rate.
- Five year commercialization Head Start.
- Entry of more nurseries.

The Royalty Rate

- \$1.70 per tree

Tier 3 The widespread commercialization stage

The Program

- After Tier-2 grower head start, all other interested growers may enter.
- No growers are excluded.
- Royalty rates approximate commercial averages.

The Royalty Rate

- \$2.75 per tree



Early Option

- May elect to trigger Tier 2 Commercial Step:
 - **Any time during 180 day registration.**
 - **Any time during tier 1.**
- Would still pay Tier 1 fee and complete grower requirements (evaluation).
- Patent costs covered by early Tier 2 plantings.
- If early option is elected, all Tier 1 growers are notified and provided the option to move to Tier-2.

Support for FAST TRACK

- Endorsements
 - Indian River Citrus League
 - Florida Citrus Production Managers Assoc.
 - Florida Citrus Mutual
 - Florida Citrus Packers
 - New Varieties Development & Mgt. Corp.
 - Gulf Citrus Growers Association
 - FNGLA's Citrus Nursery Division
- Recommendation to Proceed
 - Florida Fruit & Vegetable Association
 - Florida Farm Bureau





The Second Suite of

FAST **T**RACK **S**elections

711

- High quality Mid-season tangerine
- Sister of 411
- Exceptional flavor
- Appears high yield
- Good post-harvest
- Easy peel
- Dark red/orange peel and flesh
- Some seeds



RBB 7-34

- Navel-like orange/mandarin hybrid
- Round shape
- Most fruit – pronounced navel
- Same season as Glen
- Vastly superior color
- Productivity not known
- High Brix (15)
- High acid 1.0-1.1
- Very good flavor
- Seedless triploid
- Peel like navel



N2-28 (Summer Gold Grapefruit)

- Reaches maturity mid-season
- Holds through July
- True grapefruit
- Slight blush on some fruit
- Color fades deeper in season
- Brix/acid higher than other varieties
- Fruit size is typical of grapefruit
- Production unknown



The Process - 1

- Grower meetings serve as the statewide announcement of the trial opportunity.
- The 180-day period starts Aug 19, 2014.
- Registration closes Feb 15, 2015.
- Documents available today and throughout registration:
 - **Registration (grower identifies selections of interest.**
 - **Tier-1 Grower Agreements.**

The Process - 2

- Forms are signed and returned:
 - **Complete ALL applicable parts of the agreements.**
 - **Initial all pages.**
 - **Complete signature page.**
 - **Send original signed copy (duplication optional) to NVDMC.**
 - **Enclose check (\$50 per selection).**
- Return both the Registration document and the Tier-1 Grower Agreements.
- Must complete docs, even if were in the last FT group

The Process-3

- Budwood supply will be short for some selections.
- Registrations received by Sept 19 will receive priority to initial budwood stocks.
- Available budwood will be divided among Early Registrants. Propagations will begin immediately.
- Goal – planting Sept 2015.
- It may be necessary to limit tree counts.
- If Early Registrations exceed available budwood, requests filled in order received.
- Nurseries will continue increase of budwood.
- Registrations received between Sept 19 2014 and February 15, 2015 – FCFSB.

Non-Propagating Nursery Option

Any nursery not making Tier-1 propagations, may sign an Agreement to be an experimental non-propagating Tier-1 Nursery.

This will allow for budwood increase and evaluation, but will not permit orders or propagations during Tier-1.

PROGRAM DETAILS




Tier 1 Grower Requirements

- Provide accompanied access to IFAS, FFSP and NVDMC, with due notice.
- Attend or have representative at grower group meetings and/or conference calls
- Complete an annual report form




Are Tier 1 positions a saleable asset?

- The Tier 1 position should be transferrable, if the business is sold – to the new owner.
 - As for Cooperatives, the Coop may participate in Tier 1 – conducting the evaluation on behalf of its grower base. The Coop may then share their experience with their member base. However, if Cooperative member growers wish to commercially produce fruit in the Tier 2 – should the selection make it that far, they must also be Tier 1 growers.
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When does the Tier 2 head start begin?

- When the trigger is pulled – for a Tier 1 selection to go to Tier 2 – A clock starts – that provides time for nurseries to register (sign agreement), increase budwood and make propagations.
- Nurseries and growers would be given a period of 24 months for increase and propagation – before clock starts.

Variety Naming

- All Tier 2 varieties will have a base variety name. NVDMC Recommends that this name be co-developed by the managing partner, Grower Group and IFAS.
 - Focus group or some other consumer study can be an aspect of this process.
 - However, Tier 2 growers will be afforded the opportunity for individual branding or the use of a private trademark – if desired – at minimal cost.
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What level of interest triggers Tier 2?

- Tier 1 is announced as an “approximate” 5 year process. Growers plant, and evaluate one or two crops.
- Typically, the grower group would recommend a plan for commercialization.
- Growers may elect the early option

Have to take the whole suite?

- Although we need as much grower feedback as possible – we don't want to force growers to plant selections that don't interest them.
- Growers may pick what they want to plant and trial.





New Varieties Development
NVDMC
& Management Corporation



Thank you