

Suite III

# 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, close coord with FNGLA.
- Royalty rates are fixed\*
  - **Encourage grower involvement in trials.**
  - **Revenue to the breeding programs if selections commercialized.**
- Reward growers for participating:
  - **Reduce future royalty rates and provide a head start**
- Allow late adopters to participate,
- Three-Tier system,

# Tier 1..... The Trial Stage

## The Program

- Statewide announcement of the opportunity (clock starts 05/28/15).
- All Florida commercial growers invited to participate.
- Growers sign up for experimental trials.
- Enrollment period is 180 days, then closes 11/24/15.
- Sign Reg + Grower Agmt.
- 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 main rootstocks are offered for trial.**
    - X-639
    - Sour
      - **Plus US 897 and Swingle by request.**

## **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.

# Specifics for Suite III

- Due to very limited budwood, no trees will be budded until the close of the registration period (Nov 24, 2015)
- If Early Option is elected on any of the selections:
  - **Registration received in the first 30 days (May 28 until June 27 2015) will receive priority access to budwood.**
    - All Tier 1 orders will be budded first
    - All remaining budwood will be divided evenly among Early Option growers.



# 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



# Highlights of Suite I

- Nine selections
  - 3 seedless tangerines
  - 2 seeded tangerines
  - 1 grapefruit-like hybrid
  - 1 grapefruit-sized pummelo
  - 2 pummelo-like hybrids
- 61 Registered Grower Sites
- 5 propagating nurseries
- Trees from 1<sup>st</sup> order went in the ground June – August. Second order this Winter/Spring



# Suite I .... The rest of the story

- Growers had trees coming from multiple nurseries
- Nurseries grafted trees at different times
- Each nursery offered different rootstocks (14)
- Some rootstocks came up short. Substitutions were made.
- Trees were ready at staggered times
  - **Making structured trial difficult**
- Grower locations were widely distributed.
  - **Making deliveries complicated**



# Highlights of Suite II

- 45 registered growers
- Registration Closed Feb 15, 2015
- Budwood trees were pruned back, postponing budding – so all trees budded at approx same time



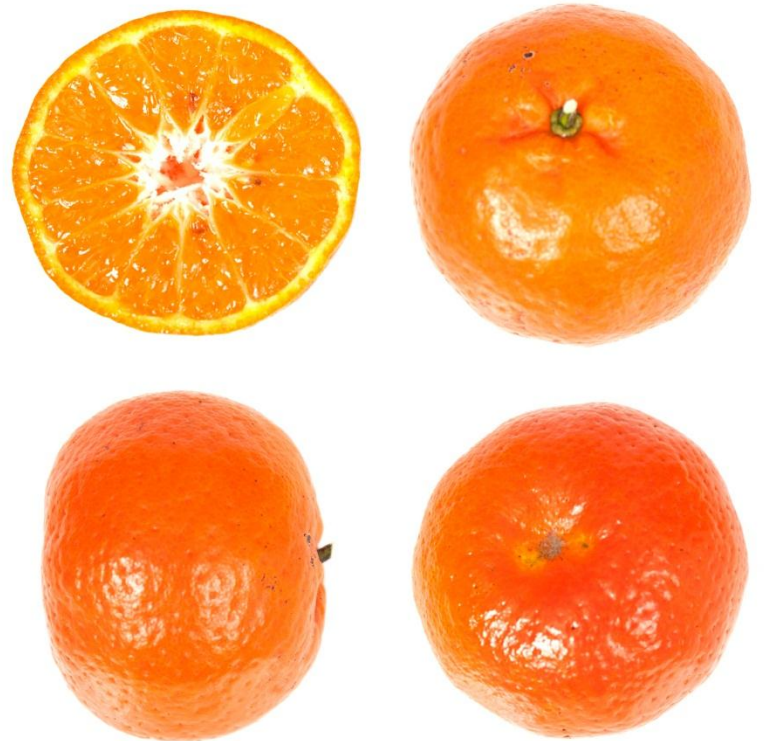


The Third Suite of

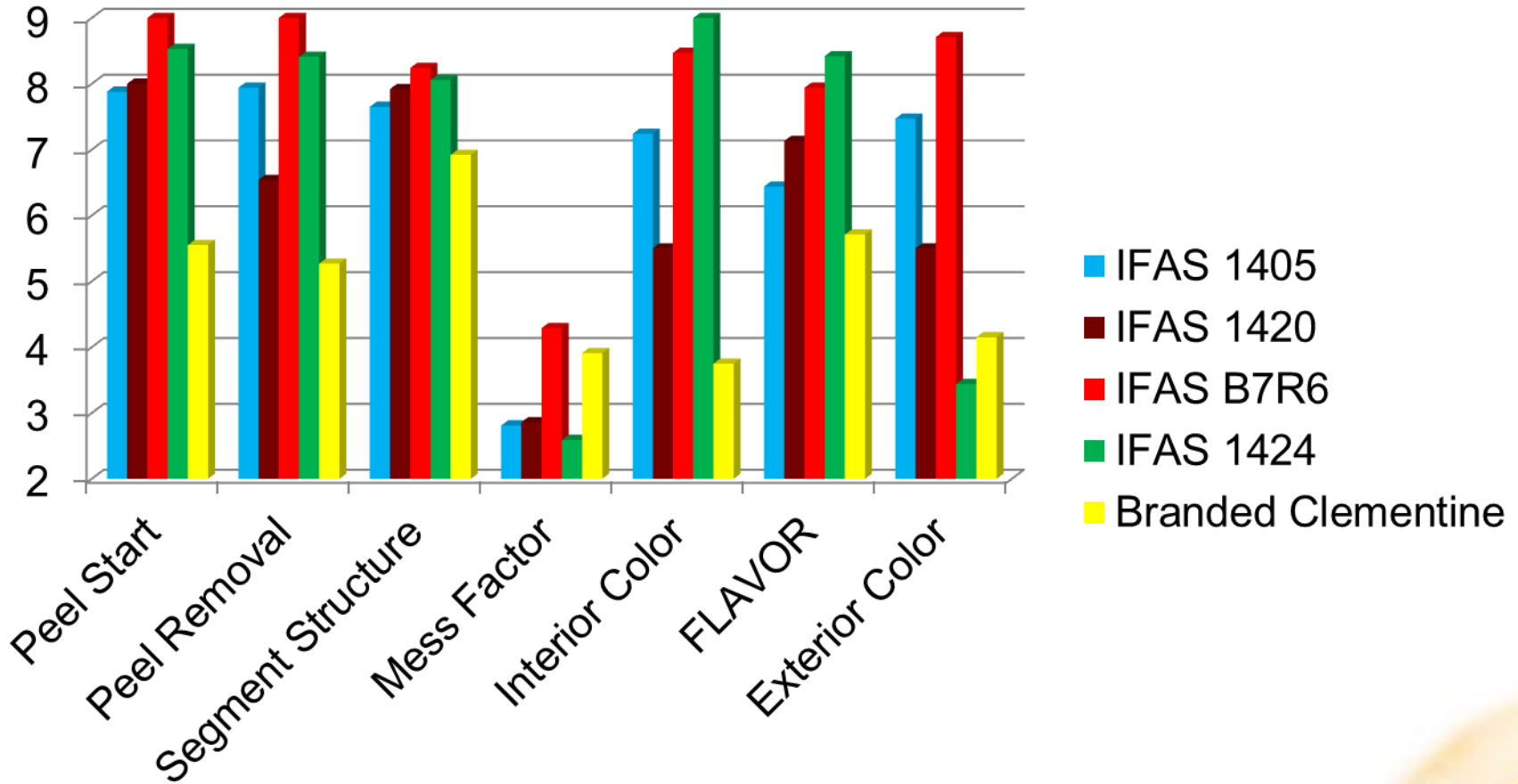
**F**AST **T**RACK **S**elections

# 7-6-27

- Easy Peel
- Seedless
- Good segment structure
- Mid Oct – Nov
- 14.32 ratio by Oct
- Single 8 year old tree
- Three negative qPCR tests
- Few/No HLB symptoms



# Blind Challenge



# Aurora – UF Glow

- Seedless
- Easy Peel
- Mid Oct – Mid Nov
- Self Fertile
- Cold Tolerant
- Lower brix, lower acid – mild
- 120g size





# Aurora – UFSunrise

- Seedless
- Easy Peel
- Mid-Nov – Mid Dec
- Self Fertile
- Cold Tolerant
- Slight neck
- Lower brix, lower acid – mild
- 104g size



# Aurora – UF Dawn

- Seedless
- Easy Peel
- Early – Mid Dec
- Self Fertile
- Cold Tolerant
- Some Sheep Nose, Slight neck
- Lower brix, lower acid – mild
- 110g size



# Suite III Timing and Details

- Industry Announcement May 26/28 2015
- Four Nurseries under contract for increase - NOW
- Expect Budding Nov 2015
- Expect 7-6-27 and 1 or 2 Aurora to move to Tier 2 – through Early Option

# Summary of the Process - 1

- Grower meetings serve as the statewide announcement of the trial opportunity.
- The 180-day period starts May 28, 2015.
- Registration closes Nov 24, 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

# **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? (if no Early Option is elected)

- 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