

Participant Workbook



Introducing Florida's Plant Industry





Introducing Florida's Plant Industry

Participant Workbook

Prepared by: Rick Sapp, PhD, Florida SART Technical Writer

© Florida Department of Agriculture and Consumer Services

Published December 2006

SART Training Media are available for download from the Florida SART web site at www.flsart.org.

CONTENTS

About Florida SART	4
Introduction	5
Specific Learning Objectives	5
PowerPoint Slides	6
Local Resources – Notes	28
Key Resources	28

ABOUT FLORIDA SART

SART, the Florida State Agricultural Response Team, is a multi-agency coordination group consisting of governmental and private entities dedicated to all-hazard disaster preparedness, planning, response and recovery for the animal and agriculture sectors in Florida.

SART Mission

Empower Floridians with training and resources to enhance animal and agricultural disaster response.

SART Goals

- Promote the establishment of a coordinator in each county responsible for all agriculturally related incidents
 - Provide assistance in the development and writing of ESF-17 plans
 - Promote the establishment of a county SART in each county
 - Provide annual training for all SART and agriculturally related personnel
 - Identify county resources available for an emergency or disaster
 - Promote county cooperation at a regional level for mutual aid
-

INTRODUCTION

Subject: Introduce participants to an overview of Florida's plant industry

Goal: To provide participants with a general overview of the plant industry sector of agriculture in Florida and its value to the state and its citizens

SPECIFIC LEARNING OBJECTIVES

At the end of this training module, participants will be able to:

1. Name the leading sectors of Florida's plant industry
 2. Identify areas of the state in which each plant industry is concentrated
 3. Discuss some of the characteristics of Florida's plant industry
 4. Describe some of the threats to the plant sector of Florida's agricultural economy
 5. Identify key resources available for more information
-

Slides 1 – 3







Acknowledgements

- University of Florida, Institute of Food & Agricultural Sciences (IFAS)
- Florida Fruit & Vegetable Assn.
- Florida Fish & Wildlife Conservation Commission
- US Dept. of Interior, US Geological Survey
- US Dept. of Agriculture
- University Credits: California, N.C. State, Washington



State Agricultural Response Team

4

Learning Objectives

At the end of this training module, participants will be able to:

1. Name the leading sectors of Florida's plant industry
2. Identify areas of the state in which each plant industry is concentrated
3. Discuss some of the characteristics of Florida's plant industry
4. Describe some of the threats to the plant sector of Florida's agricultural economy
5. Identify key resources available for more information



State Agricultural Response Team

5

Florida SART

- Multi-agency coordination
 - Governmental and private
 - All-hazard preparation, response and recovery
 - Animal and agricultural



State Agricultural Response Team

6

Slides 7 – 9

Introducing Florida



State Agricultural Response Team

Introducing Florida The “Sunshine State”

- Florida settled for 12,000 years before Columbus
- In 1513, the Spanish began exploring the state
- Today, Florida is known for its spaceport, for popular world-class attractions, for hundreds of miles of beaches, for fishing and the heart of America's citrus industry ... but there is so much more!



State Agricultural Response Team

Introducing Florida Fast Facts

- Florida: Fast Facts
 - 53,000 square miles (2% of US total)
 - 17.8 million people (6% of US total)
 - 296 persons/square mile in Florida (versus 80 persons/square mile in US as a whole)
 - 43,000 farms (2% of US total 2.133 million farms)
 - \$6.45 billion agricultural products income (3% of US total of \$192.8 billion) plus another \$8.5 billion from the timber industry

State Agricultural Response Team

It's About People


1 ¼ million Floridians of many backgrounds and speaking several languages, with English as the base, make a living from the plant industry, but all draw sustenance from it!



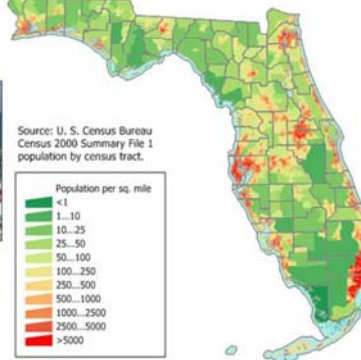

State Agricultural Response Team

The People of Florida

A crowd at Perdido Key



Florida's is primarily white with 3 million blacks, 3 million Latinos, 300,000 Asians and 60,000 Native Americans.



Source: U. S. Census Bureau Census 2000 Summary File 1 population by census tract.

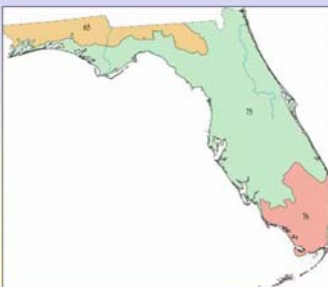
State Agricultural Response Team

Florida Ecoregions

Zone 65: Southeastern Plain
A mosaic of cropland, pasture, woodland and forest.

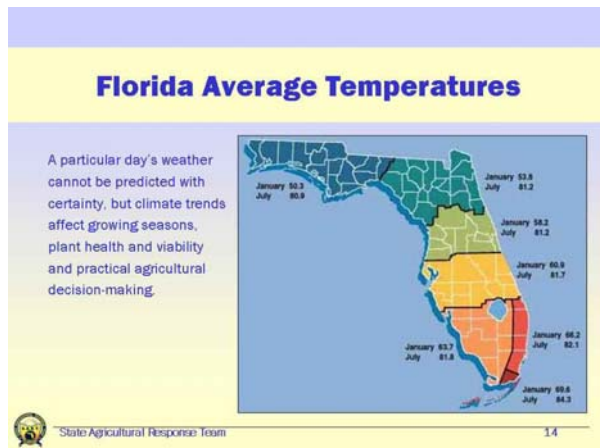
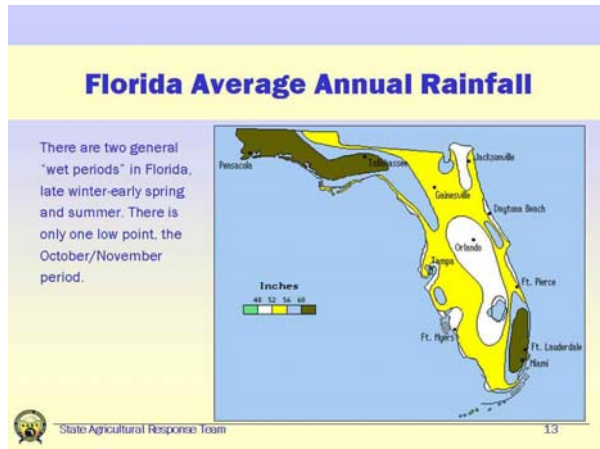
Zone 75: Southeastern Coastal Plain
Flat plains with numerous swamps and lakes. Warmer with longer growing season and coarser soils.

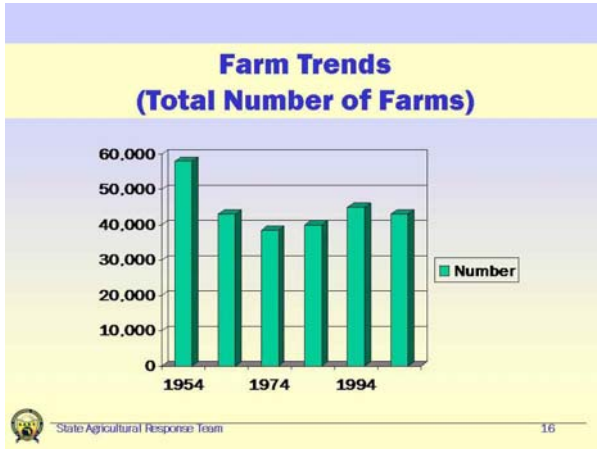
Zone 76: Southern Florida Coastal Plain
Sub-tropical flat plains with wet soils, swamps, everglades and palmetto prairie vegetation.

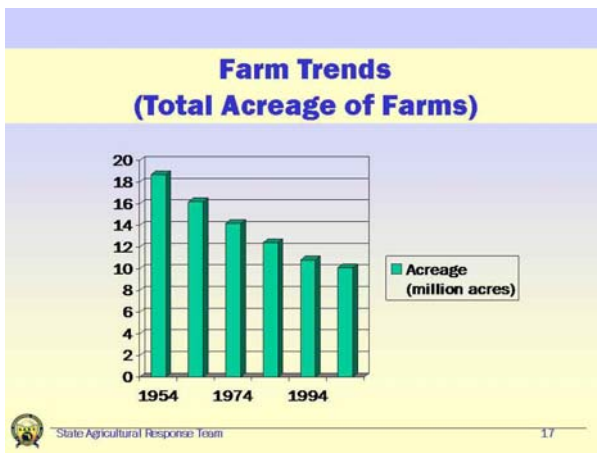


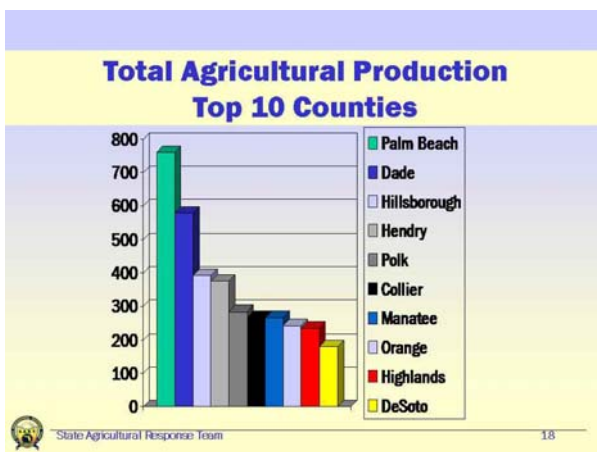
State Agricultural Response Team

Slides 13 – 15










Slides 19 – 21

How Does Your County Stack Up - \$ million agricultural production?

1 Palm Beach \$760	18 Lee \$113	35 Clay \$37	52 Calhoun \$14
2 Dade \$578	19 Volusia \$106	36 Jackson \$36	53 Taylor \$13
3 Hillsborough \$392	20 Gadsden \$91	37 Sumter \$31	54 Hamilton \$12
4 Hendry \$376	21 Marion \$88	38 Holmes \$30	55 Union \$11
5 Polk \$285	22 Pasco \$84	39 Nassau \$27	56 Pinellas \$8
6 Collier \$268	23 Levy \$83	40 Baker \$25	57 Citrus \$7
7 Manatee \$268	24 Glades \$72	41 Madison \$25	58 Duval \$7
8 Orange \$243	25 Osceola \$69	42 Flagler \$24	59 Leon \$7
9 Highlands \$236	26 St. Johns \$60	43 Duval \$22	60 Okaloosa \$7
10 DeSoto \$180	27 Alachua \$59	44 Hernando \$22	61 Washington \$6
11 Lake \$178	28 Broward \$50	45 Jefferson \$21	62 Monroe \$3
12 Hardee \$166	29 Charlotte \$48	46 Santa Rosa \$21	63 Bay \$2
13 Okechobee \$144	30 Lafayette \$48	47 Walton \$20	64 Wakulla \$2
14 Suwannee \$136	31 Columbia \$47	48 Seminole \$19	65 Liberty \$less than 1
15 Martin \$128	32 Putnam \$47	49 Bradford \$18	66 Franklin \$less than 1
16 St. Lucie \$128	33 Gilchrist \$45	50 Sarasota \$16	
17 Indian River \$117	34 Brevard \$42	51 Escambia \$16	

 State Agricultural Response Team 19

International Customers Top 10 Exports – 2004 (\$ million)

Fruits \$596.
Other \$368.7
Vegetables \$145.4
Feeds/Fodders \$47.6
Seeds \$35.1
Cotton \$28.8
Poultry \$28.2
Live Animals/Meat \$27.2
Peanuts \$18.7
Tobacco \$18



Florida's busiest ports are Miami, Tampa Bay and Jacksonville.

 State Agricultural Response Team 20

Florida's Top International Customers

Canada \$388,232,000
Japan \$107,860,000
Netherlands \$28,927,000
France \$17,487,000
Bahamas \$15,263,000
United Kingdom \$14,969,000
Haiti \$12,193,000
Dominican Republic \$11,189,000
Jamaica \$9,425,000
Taiwan \$7,317,000



 State Agricultural Response Team 21

Florida's Troubling Trends

- Rapidly increasing and "graying" population plus assimilating people of many cultures and several languages
- Increasing urbanization in areas that formerly supported agriculture
- Future fresh water requirements for an expanding population and for industry
- Decreasing number of farms ... and farmers



State Agricultural Response Team

22



Florida's #1 Timber/Forestry

- Forestry: renewable resources valued at \$8.5 billion
- 12 million acres – 1/3 of the state is commercial forest
- 2.5 million acres classified as general woodlands



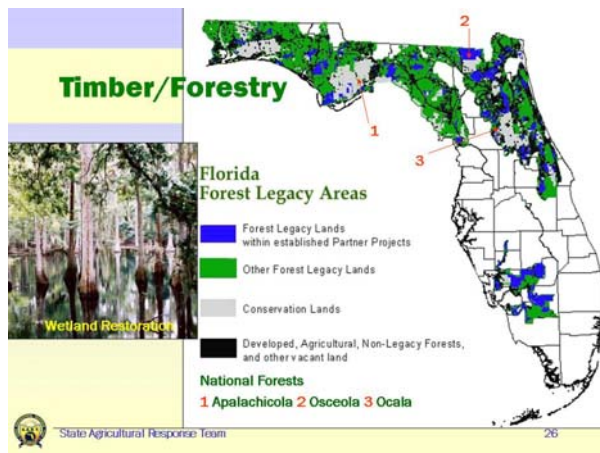
State Agricultural Response Team

24

Slides 25 – 27

Timber/Forestry





Timber/Forestry Concerns

Florida loses 1,200 acres of land per week to construction for urban and suburban sprawl.



Pollution from pulp and paper mills highlights the strain between jobs and a clean, livable environment.

State Agricultural Response Team

27

Florida's #2 Greenhouse/Nursery

- Florida is second in the United States with greenhouse and nursery business estimated at \$1.6 billion from 7,722 nurseries which employ 55,000 people.



State Agricultural Response Team

28

Greenhouse/Nursery

- Florida is second in the United States in floriculture (sales of \$826 million) and foliage plants (sales of \$416 million)



State Agricultural Response Team

29

Greenhouse/Nursery Concerns

Sudden oak death

- The pathogen, *Phytophthora ramorum*, is a fungus-like organism that probably arrived in the US on rhododendron imported from Asia.
- Infection has 2 syndromes:
 - Bark canker, established on US West Coast, is lethal to some trees. Not yet found in Florida.
 - Leaf-and-twig blight, not always lethal, is detrimental to plant health and has been found in Florida. It is a huge potential problem in nurseries, infecting many species of flowering plants.



Bark canker is lethal.



Leaf-and-twig blight begins with spots, lesions and bark peeling.



State Agricultural Response Team

30

Slides 31 – 33

Florida's #3 Citrus

- Citrus is a \$1 ¼ billion industry in Florida (oranges, grapefruit, tangerines and tangelos)
- About 80% of all US citrus production
- 2nd only to Brazil, Florida's 100 million trees on 750,000 acres produce 14% of world's oranges
- Grows about 30% of world's grapefruit



State Agricultural Response Team

31

Citrus

- 95% of Florida oranges are processed to orange juice. In 2003-04, this amounted to 1.5 billion gallons





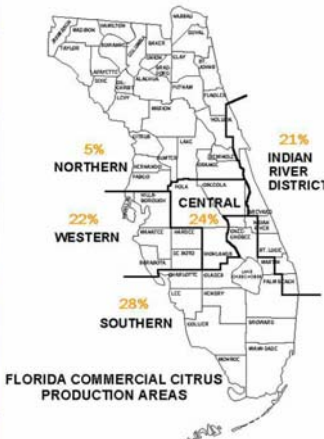
State Agricultural Response Team

32

Citrus

Florida Commercial Citrus Production by Area

1. Southern 28%
2. Western 22%
3. Central 24%
4. Indian River 21%
5. Northern 5%



FLORIDA COMMERCIAL CITRUS PRODUCTION AREAS

State Agricultural Response Team

Citrus Concerns

Citrus greening (huanglongbing)

- Known in China for 100 years
- In Brazil for 7-8 years; widespread possibly due to propagation sloppiness
- Now documented in Florida
- Begins as leaf mottling and yellowing; progresses to misshapen, mis-colored and bitter fruit
- A very serious threat to Florida citrus industry



FDACS-DPI





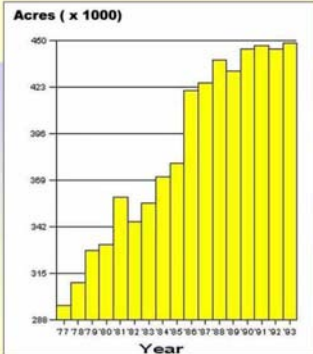
State Agricultural Response Team

34


Florida's #4 Sugarcane

- Sugarcane is a \$850 million business in Florida
- 420,000 acres are devoted to the growth of sugarcane and the acreage has grown steadily

Acres (x 1000)



Year



State Agricultural Response Team

35

Sugarcane








State Agricultural Response Team

36

Slides 37 – 39

Sugarcane

- 406,000 acres of sugarcane yield 35.2 tons per acre or 14.3 million tons of cane
- 6 sugar mills (5 corporate and 1 grower cooperative) process 20,750 tons of cane/24 hours
- 2 in-state refineries and 4 co-owned out-of-state refineries yield 2 million tons raw sugar/year
- Florida produces half of all US cane sugar and is a net sugar exporter
- \$800 million/year in sales of raw sugar and molasses (\$433 million value of production in 2005, sugar and seed)

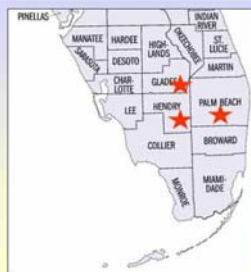


State Agricultural Response Team

37

Sugarcane

- Sugarcane has specific growth requirements and those are found in three South Florida counties:
 - Palm Beach 310,000 acres
 - Glades 40,000 acres
 - Hendry 35,000 acres



State Agricultural Response Team

38

Sugarcane Concerns

- Public policy uncertainties at home (possibility of pollution in the Everglades) and abroad (Cuba's political and economic future in international affairs)
- Changing public demand for sweeteners

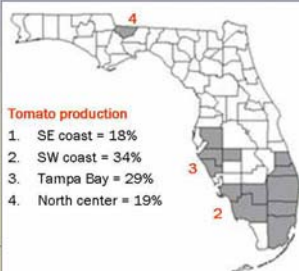


State Agricultural Response Team

39

Florida's #5 Tomatoes

- Florida is #1 in the US in acreage, production and value of fresh, market tomatoes
- Growing tomatoes adds \$525 million to Florida's economy
- Tomatoes equal
 - 1.5 billion pounds
 - 43,000 acres







Tomato production

1. SE coast = 18%
2. SW coast = 34%
3. Tampa Bay = 29%
4. North center = 19%

State Agricultural Response Team

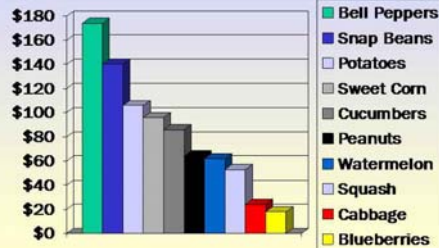
Tomatoes



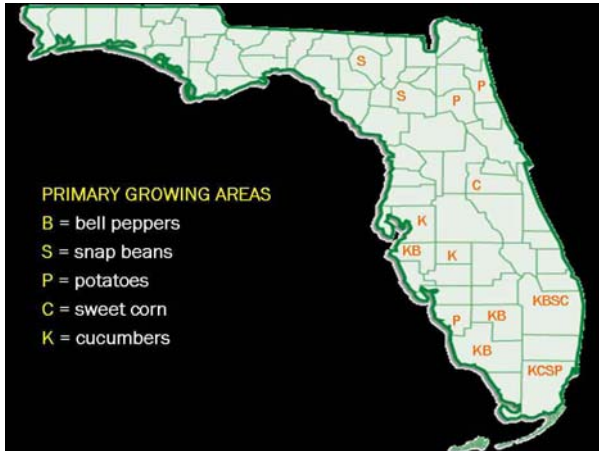
State Agricultural Response Team

Other Field Crops and Vegetables (in millions)



State Agricultural Response Team

Slides 43 – 45





Various Field Crop Concerns

- The typical diseases such as various rusts, spots, wilt's and blights
- Introduced exotic diseases and insects for each species such as "soybean rust"



2004's Hurricane Ivan is believed to have blown spores for soybean rust into the US. Today, rust has spread throughout the southeast.




State Agricultural Response Team

45

Various Field Crop Concerns

Introduced, exotic diseases or insects such as the spoor that causes soybean blight may spread in unusual ways. It is believed that kudzu will be the active agent in the spread of this harmful new (to the US) plant disease, which means that in the south, it is already out of control!



Soybean Rust Detections in Florida 2004 -2005

- 2004 county
- 2005 county

Prepared With: Dean, T.S. Schubert
FOACGDR
6.2.2006

State Agricultural Response Team

A Few of Florida's Specialty Crops

- Ferns/Ornamentals
- Tobacco
- Avocados



State Agricultural Response Team

47

Specialty Crop: Ferns and Cut Greens

More than 200 commercial producers of ferns and cut greens in Florida. Market value nearly \$90 million. Florida is the largest producer in the U.S.



State Agricultural Response Team

48

Slides 49 – 51

Specialty Crop: Tobacco

- Tobacco \$20 million from 6,881 Florida acres



State Agricultural Response Team

49

Specialty Crop: Tobacco



Florida's tobacco counties – 2004 (acres – poundage)

1. Suwannee (1,000 – 2,510,000)
2. Hamilton (630 – 1,556,000)
3. Alachua (550 – 1,342,000)
4. Madison (490 – 1,161,000)
5. Columbia (380 – 927,000)
6. Lafayette (330 – 835,000)
7. Union (150 – 345,000)
8. Jefferson (100 – 215)



State Agricultural Response Team

50

Specialty Crop: Avocados

- Florida's sales = \$15 million
- Producing more than 200,000 tons, Florida has about 6% of the world market behind Mexico (33%) and Indonesia (7%). Almost all of Florida's avocados are consumed domestically.




State Agricultural Response Team

51

Specialty Crop: Avocados

About 6,600 acres in Florida are operated by 737 growers, 99% located in southwest Dade County.




Nutrition Facts

Serving Size 1/5 medium (30g/1.1 oz)
Servings Per Container 5

Amount Per Serving		Calories from Fat 45
Calories 55		% Daily Value*
Total Fat 5g		10%
Saturated Fat 1g		2%
Trans Fat 0g		0%
Polysaturated Fat 1g		2%
Monounsaturated Fat 3g		6%
Cholesterol 0mg		0%
Sodium 0mg		0%
Potassium 170mg		4%
Total Carbohydrate 3g		6%
Dietary Fiber 3g		12%
Sugars 0g		0%
Protein 1g		2%
Vitamin A 0%	Vitamin C 4%	
Calcium 0%	Iron 0%	
Vitamin E 4%	Thiamin 2%	
Riboflavin 4%	Niacin 4%	
Vitamin B6 4%	Folate 8%	
Pantothenic Acid 4%	Phosphorus 2%	
Magnesium 2%	Zinc 2%	
Copper 2%	Manganese 2%	

*Percent Daily Values are based on a diet of other people's secrets. Your daily values may vary depending on your caloric needs.

	Amount	% Daily Value*
Total Fat	5g	10%
Saturated Fat	1g	2%
Cholesterol	0mg	0%
Sodium	0mg	0%
Potassium	170mg	4%
Total Carbohydrate	3g	6%
Dietary Fiber	3g	12%



State Agricultural Response Team

Key Resources

- Florida Department of Agriculture and Consumer Services, Division of Marketing and Development www.florida-agriculture.com
- United States Department of Agriculture (USDA) www.usda.gov
- USDA, Animal and Plant Health Inspection Service, National Center for Import and Export www.aphis.usda.gov/vs/ncie/
- USDA, National Agricultural Statistics Service www.nass.usda.gov/
- Florida Department of Agriculture and Consumer Services (FDACS) www.doacs.state.fl.us and www.florida-agriculture.com
 - Division of Plant Industry www.doacs.state.fl.us/pi/ and <http://www.doacs.state.fl.us/pi/enpp/bur-enpp.html/>
 - Florida State Agricultural Response Team www.flasart.com
- Southern Region Center for Integrated Pest Management www.srpmc.org
- Extension Disaster Education Network www.eden.lsu.edu



State Agricultural Response Team

53

Key Resources

- Centers for Disease Control and Prevention www.cdc.gov
- National Plant Diagnostic Network
 - National www.npdn.org
 - Southern <http://spdn.ifas.ufl.edu/>
 - Southern Regional Laboratory <http://plantpath.ifas.ufl.edu/pdc/>
 - Florida <http://fpdn.ifas.ufl.edu/>
- University of Florida
 - IFAS Extension Service <http://solutionsforyourlife.ufl.edu/>
 - Nematode Assay Laboratory <http://edis.ifas.ufl.edu/scripts/SR011>
 - Insect Identification Laboratory <http://edis.ifas.ufl.edu/SR010>
 - Integrated Pest Management <http://ipm.ifas.ufl.edu/applying/pest-id/weeds/index.htm>



State Agricultural Response Team

54

Slides 55 – 57

Key Resources

- Florida Extension Plant Diagnostic Clinic, UF
 - Quincy <http://tmomol.ifas.ufl.edu/pdc.htm>
 - Immokalee <http://www.imok.ufl.edu/plant/clinic/>
 - Homestead <http://trecolinic.ifas.ufl.edu/submissions.htm>
- Florida Exotic Pest Plant Council www.fleppc.org
- Florida Fish & Wildlife Conservation Commission <http://myfwc.com>
- Florida Agricultural Census Data
www.hort.purdue.edu/newcrop/cropmap/florida/default.html

 State Agricultural Response Team 55

Learning Objective

Introducing Florida's Plant Industry

By this time, participants should be able to:

1. Name the leading sectors of Florida's plant industry
2. Identify areas of the state in which each plant industry is concentrated
3. Discuss some of the characteristics of Florida's plant industry
4. Describe some of the threats to the plant sector of Florida's agricultural economy
5. Identify key resources available for more information

 State Agricultural Response Team 56

Working Together To Protect Florida's Agriculture & Way of Life



Thank You!

 State Agricultural Response Team 57

**Now, Test Your Knowledge
and Awareness (1 of 3)**

1. What sector of the agricultural plant industry, earns the most money for Florida?
2. Can you name the top five plant industry sectors in Florida?
3. (True/False) SART is a government "response team" of special agents prepared to counter any act of terrorism within the state.
4. Florida's top two international customers are _____?
5. Which of the following two statements is true?
A. The number of farms in Florida is continually shrinking.
B. The acreage in Florida farms has shrunk continually for years.
6. The Florida county that produces the greatest bounty in plant agricultural products (as measured in dollars) is _____?



State Agricultural Response Team

58

Pre/Post Test (2 of 3)

7. (select the best answer) The greatest threat to Florida's agricultural sector may be:
A. increasing urbanization which ceaselessly encroaches on land for farms, fields and pastures
B. introduced exotic non-native diseases such as citrus greening or soybean rust
C. either A or B (or both) would be excellent answers.
8. Which is the closest approximation to the number of people who "make a living" from agriculture in Florida?
A. less than 50,000 B. about one million C. 7,155,248
9. Approximately what fraction of Florida is currently covered by managed timber and forest?



State Agricultural Response Team

59

Pre/Post Test (3 of 3)

10. (True/False) Under "global warming" conditions for the foreseeable future, it is anticipated that citrus will once again be grown as far north as the Suwannee River. Agronomists and county extension offices are quietly purchasing land ahead of and preparing for this expansion.
- Bonus: Your instructor will now hand out the final question(s), an agricultural crossword, which you may attempt for "bonus credit!"



State Agricultural Response Team

60

Slides 61 – 63

Test Answer Key (1 of 3)

1. Timber and forestry bring more dollars into Florida than any other individual plant-ag sector.
2. The top three plant agricultural sectors in Florida's economy are timber/forestry, nursery/greenhouse and citrus.
3. (False) SART is a multi-agency coordination group consisting of governmental and private entities dedicated to all-hazard disaster preparedness, planning, response and recovery for the animal and agriculture sectors in Florida.
4. Canada and Japan



State Agricultural Response Team

61

Test Answer Key (2 of 3)

5. The acreage in Florida farms has continued to shrink since the end of the Second World War while the number of farms has remained relatively constant.
6. Palm Beach grows more agricultural products than any other Florida county.
7. Both A (urbanization) and B (exotic diseases and pests) pose very real threats to Florida agriculture.
8. It is estimated that as many as 1.25 of Florida's 17.8 million full and part time residents make a living in the plant agriculture sector.



State Agricultural Response Team

62

Test Answer Key (3 of 3)

9. Approximately 1/3 of the Sunshine State is covered by natural (although not first growth) forest or managed timber for a continuing "renewable resource."
10. Wow ... False! No one has been able to predict reliably any effects of "global warming" on the state of Florida except a slow rise in the ocean level which may inundate low-lying properties.

Bonus: The answers to our "Florida Ag Fun" Bonus Crossword are:

DOWN

- 1 POTATO
- 2 MELONS
- 3 TOBACCO
- 4 OLIVES

ACROSS

- 5 TOMATO
- 6 AVOCADO
- 7 CITRUS



State Agricultural Response Team

63

Glossary

- Horticulture: The science and art of growing fruit, flowers, ornamental plants and vegetables. Often used to refer to small gardens.
- Nematode: Any of several worms of the phylum *Nematoda*, having unsegmented, cylindrical bodies, often narrowing at each end, and including parasitic forms such as the hookworm and pinworm. Also called *roundworm*.
- SART: The Florida State Agricultural Response Team. A multi-agency coordinating group consisting of governmental and private entities dedicated to all-hazard disaster preparedness, planning, response and recovery for the animal and agriculture sectors in Florida.
- Weed: Generic term for a plant that is growing where it is not wanted.



State Agricultural Response Team

64

Reporting Plant and Insect Diseases Cases



State Agricultural Response Team

65

Introducing Florida's Plant Industry

This concludes our presentation
"Introducing Florida's Plant Industry."
Thank you for attending and participating.



State Agricultural Response Team

66

LOCAL RESOURCES – NOTES

KEY RESOURCES

This publication and other materials for SART training programs are available on the World Wide Web at www.flsart.org, the Web site of the Florida State Agricultural Response Team. Note: As new modules become available, they will be posted on the Web site.

United States Department of Agriculture (USDA) www.usda.gov
National Agricultural Statistics Service www.nass.usda.gov/
Animal and Plant Health Inspection Service, National Center for Import and Export www.aphis.usda.gov/vs/ncie/
Southern Region Center for Integrated Pest Management www.srpmc.org

United States Department of Health and Human Services, Centers for Disease Control and Prevention www.cdc.gov

Extension Disaster Education Network www.eden.lsu.edu

National Plant Diagnostic Network
National www.npdn.org
Southern <http://spdn.ifas.ufl.edu/>
Southern Regional Laboratory <http://plantpath.ifas.ufl.edu/pdc/>
Florida <http://fpdn.ifas.ufl.edu/>

Florida Department of Agriculture and Consumer Services (FDACS)

www.doacs.state.fl.us and www.florida-agriculture.com

Division of Marketing and Development www.florida-agriculture.com

Division of Plant Industry www.doacs.state.fl.us/pi/ and

www.doacs.state.fl.us/pi/enpp/bur-enpp.html/

Florida State Agricultural Response Team www.flsart.com

Florida Fish & Wildlife Conservation Commission <http://myfwc.com>

University of Florida, IFAS Extension Service <http://solutionsforyourlife.ufl.edu/>

Nematode Assay Laboratory <http://edis.ifas.ufl.edu/scripts/SR011>

Insect Identification Laboratory <http://edis.ifas.ufl.edu/SR010>

Integrated Pest Management

<http://ipm.ifas.ufl.edu/applying/pest-id/weeds/index.htm>

University of Florida, Florida Extension Plant Diagnostic Clinic

Quincy <http://tmomol.ifas.ufl.edu/pdc.htm>

Immokalee <http://www.imok.ufl.edu/plant/clinic/>

Homestead <http://trecclinic.ifas.ufl.edu/submissions.htm>

Florida Exotic Pest Plant Council www.fleppc.org

Florida Agricultural Census Data

www.hort.purdue.edu/newcrop/cropmap/florida/default.html
