

## **Planting Today for the Promise of Tomorrow: Looking Toward the Future of a Sustainable Florida Citrus Industry**

### **ABSTRACT:**

After battling pests and disease, natural disasters and development over the past two decades, growers have reached a critical juncture in determining the future of the Florida citrus industry. Rather than throwing in the towel, growers have invested significant resources in technology and research and are now taking solutions from the laboratory to the groves. In this presentation we will look at where the Florida citrus industry is today, what strategies and technologies growers are utilizing as they look toward the future, and the roles that Florida Citrus Mutual and the Citrus Research and Field Trials (CRAFT) Foundation play in helping growers plant today for the promise of tomorrow.

### **BIOSKETCH:**

Serving the Florida citrus industry for more than twenty years, Tamara Wood currently holds the position of Director of Operations and Strategic Initiatives for Florida's largest citrus trade association, Florida Citrus Mutual. Mutual advocates for more than 1,500 grower members on issues including international trade, pest and disease, legislation, taxation, and citrus research. In addition to her work at Florida Citrus Mutual, Tamara has previously assisted growers in taking lab-proven research into the grove while serving in various roles, including Executive Director and Program Manager for the Citrus Research and Field Trial (CRAFT) Foundation. In the five years since its inception, CRAFT has worked with growers to plant nearly 17,000 acres of new Florida citrus trees and utilize proven therapies on an additional 72,000 acres of mature citrus trees to combat the effects of citrus greening. Tamara received her Bachelor of Science in agricultural communication with a minor in food and resource economics from the University of Florida in 2004.



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