

FSHS NEWSLETTER



Florida State Horticultural Society

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Serving the Needs of Florida Horticulturists Since 1888

FSHS Member Dr. Folta Gets National Honor



In October, an FSHS member gets honored in Des Moines, Iowa, during a side event at the World Food Prize.

The nomination itself was an honor because it compared his work to that of Neil deGrasse Tyson, Bill Nye, and Carl Sagan.



Dr. Kevin Folta
Chair of the Horticultural Sciences Department, UF/IFAS

The plaudits for University of Florida Institute of Food and Agricultural Sciences horticulture professor Kevin Folta are that he's done as much as anyone in the past decade to help the public understand the biotechnology behind its food.

He wants to help people conquer their fears. Because we live in an age of so much information, we also live in an age of misinformation. Oftentimes, I find, the very point of misinformation is to induce fear.

It makes people nervous about genetically modified food. Activists and celebrities have wide audiences for their messages that biotechnology is a threat to healthy food – messages that are not backed by evidence.

Folta is being honored for countering this by communicating about science. He wants to replace fear with fact.

For that, he's been attacked relentlessly, from obscenity-laced social media messages to death threats.

Folta's message isn't, "Listen to me." It's to give a heads-up to identify who to trust for information and



Dr. Jack Payne
Senior Vice President for Agriculture and Natural Resources, UF/IFAS

to evaluate whether they back it with science. He encourages people to challenge their own beliefs and not to retreat behind them when they appear to be at odds with new facts.

Few scientists do this as effectively as Folta. That's why his work is important. It's why the Council of Agricultural Science and Technology is recognizing him with its Borlaug CAST Communication Award.

Relying on misinformation can lead to unhealthy choices, food shortages, and a drag on efforts to put a stop to 3.1 million children a year

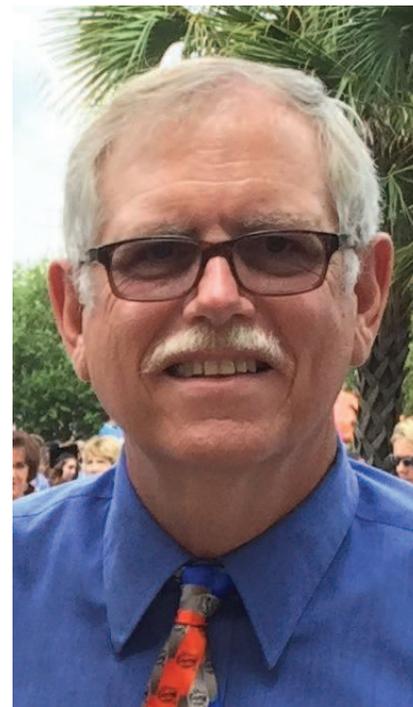
President's Corner



Fellow members, what a great annual meeting we had this past June in Hutchinson Island. Registration for the annual meeting was up and membership is holding steady. Please don't forget that we, as members of the Society, all have the opportunity from time to time to encourage colleagues to consider joining the Society. A major focus of the Society for the past few years was to encourage participation of students in our annual meeting. Based on the 45 students that participated at this year's meeting I think we

can call that effort a success. Student participation amounted to approximately 23 percent of meeting registrations. You may be wondering why the past President is penning this article, just to bring everybody up to speed the new officers will assume their duties beginning on January 1. This is stated in the by-laws and has been overlooked when we moved our annual meeting from November to June. In closing, I would like to thank the Society for allowing me the opportunity to serve as your President this year and I know that 2017 will be another great year for the Society.

Chris Oswalt
FSHS President 2015-2016
(wcoswalt@ufl.edu)



Chris Oswalt, UF/IFAS Commercial Citrus Extension Agent for Polk and Hillsborough Counties

Board of Directors Members 2016-2017

FSHS 2016-2017 Board of Directors

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Vice-President: Matt Lollar

Vice-President elect: Qingren Wang

Natural Resources

Vice-President: Lisa Hickey

Vice-President elect: Lloyd Singleton

Meet your new Newsletter Editor...



Dr. Tatiana Sanchez, DPM, UF/IFAS
Commercial Horticulture Extension Agent,
Alachua County

Greetings From the Editor

Hello FSHS family! My name is Tatiana Sanchez and I have been appointed as the new editor for the quarterly newsletters. I am very excited about joining a great team of professionals who strive to deliver accurate, relevant and updated information to you, our readers.

As I take on this new responsibility, I want to thank our previous newsletter editor Shawn Steed for his service. His support and guidance encouraged me to an easy transition into this new role. We also thank our past president Chris Oswalt for his dedication and commitment to the Society during his mandate and welcome Dr. Mark Ritenour as the new president for the 2016-2017 term.

I look forward to meeting you at the 130th Annual meeting next June.

Tatiana Sanchez
FSHS Newsletter Editor
tatiana.sanchez@ufl.edu



Tatiana Sanchez, DPM, the Commercial Horticulture Extension Agent, at the UF/IFAS Extension Alachua County Office. Originally from Colombia, where she earned her Bachelor's degree in Biology. Upon graduation, she worked on the evaluation of biological and synthetic products in the control of fungal diseases affecting cut flower production of main export products like marigolds, rose and carnation.

Choosing to pursue her graduated studies in Florida as agriculture represents one of the major economic forces of the state and, its geographical location allows for a wide variety of crops and production systems to learn about. She graduated in 2014 with a Doctorate in Plant Medicine from the University of Florida, where she learned to identify and manage a variety of issues affecting plant health including insect pests, diseases, nematodes and nutritional deficiencies. During her graduate studies, she had the opportunity to work for an agrichemical company on efficacy trials for disease and pest control by using plant activators, biologicals and pesticides. Through this experience, she became acquainted to work with a wide array of diseases and pests affecting vegetable crops.

Before she joined the Extension Office, she worked as a postdoctoral associate in the Department of Plant Pathology investigating Fusarium wilt affecting watermelon production in north-central Florida. This experience led her to work closely with growers which increased her understanding of agricultural production systems and prompted her to develop a passion for extension.

Secretary/Treasurer's Report

Annual Meeting
Registration and Membership
Report as Stated at the September
16th, 2016 Board of Directors'
Meeting.

Below are the details on membership and registration numbers as of August 31st, 2016. For comparison purposes, the 2014 numbers have also been included.

A total of 200 people registered for the 129th Annual Meeting of the Florida State Horticultural Society. Total registration at the Annual Meeting in 2015 was 190, and 171 in 2014. Registration numbers are steadily increasing which is very positive for the society. Membership numbers for 2016 are 212; 236 for 2015 and 229 for 2014. Page charges are outstanding/due in the amount of \$4,020.



Lynn Barber, Extension Faculty,
Florida-Friendly Landscaping™
labarber@ufl.edu

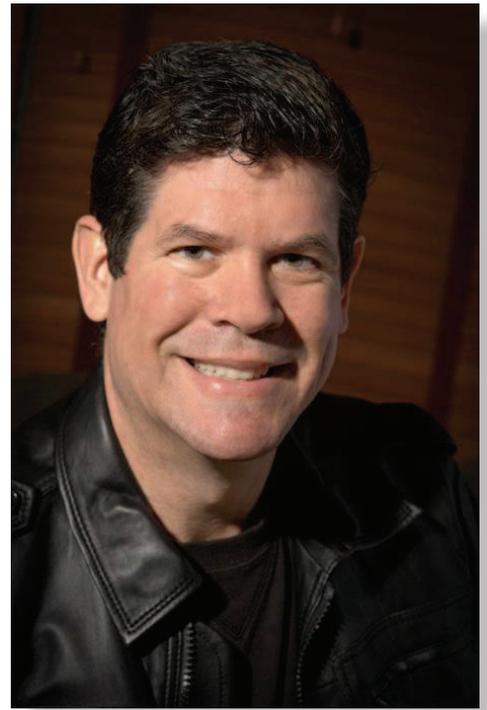
Marketing Coordinator's Corner...

FLORIDA STATE HORTICULTURAL SOCIETY WEBSITE SEARCH RANKINGS ARE LOOKING GOOD!

Florida State Horticultural Society Website Search Rankings Are Looking Good!

Three main goals of the FSHS digital marketing program are: 1) to increase visibility; 2) improve relevance; and, 3) increase engagement. How do we know we're accomplishing our goals? Data from several months into the program help us understand how you (our users) are using the site. First, some technical background. We maintain the site on a great hosting platform at wpengine.com. Performance testing results in several "A" grades (webpagetest.org), even without a Content Delivery Network. We maintain at least five rotating backups so we can recover from most normal downtime issues. Currently, we don't have any known security issues on the site. (In fact, our security service intercepted more than 40,000 malicious attacks on fshs.org!)

Next, let's talk about how you're using the site. There's an annual cycle in the number of page views that peak before the conference in June. There's a curious trend in global horticulture interest that seems to correspond with FSHS (google.com/trends), so this is something we want to look into. Even so, there's about a 16% increase in page views compared to the same time last month (google.com/analytics). The four most popular pages are the Home, Proceedings, Conferences and Download pages. Google routes about 90% of search requests, so it's the top search engine leading to fshs.org. Most users (~90%) use their desktops to access the site. The most popular browser among those users is Google Chrome (~52%). Of mobile users, iOS accounts for



Dr. Steve Rogers
EcoSTAT, Inc.

about 63% of the devices accessing the site. Around 75% of those arriving from other sites (not including Search) come from government and education sites rather than blogs, social media, news outlets and forums.

Finally, let's cover search ranking. Fshs.org currently ranks in the top ten Google "Florida horticulture" search results. It's the dominant result if you search for "Florida horticulture association". And the Organic Ranking History of fshs.org continues to increase over time. All this information reflects well on the FSHS digital marketing program. But it takes time to build a good picture of how users interact with fshs.org. We'll keep mining these data for insight on how to make the site a better experience for everyone.

*Steve Rogers
Marketing and Webmaster
(fshs@xsmail.com)*

FSHS Member Continued from Page 1

worldwide dying of malnutrition.

Folta speaks around the nation about the benefits of agricultural biotechnology at professional conferences, university lectures, and training sessions. He does this on his own time, and often at his own expense because I still expect him to oversee more than 50 faculty members at UF/IFAS as chairman of the horticultural sciences department.

Nor does he communicate solely with the elite of academia. He speaks at elementary schools and retirement homes. He has a highly rated science podcast on iTunes. He Tweets out science. He blogs it. He meets you where you are.

He does this because getting science out of the lab and to the people who can benefit from it is as important to him as the discovery itself.

Fear is among the most powerful things of emotions. It's up to scientists to help remove one of its leading causes – the unknown.

We don't have enough scientists yet who have conquered their own fears of being targeted because they bring people the science to help conquer theirs.

It's the hope of CAST, of Folta, and of me that the award will inspire more scientists to talk more to the public and not just to their peers.

*Jack Payne
jackpayne@ufl.edu
@JackPayneIFAS*

Jack Payne is the University of Florida's senior vice president for agriculture and natural resources and leader of the Institute of Food and Agricultural Sciences.

Proceedings Co-Editors' Notes...



Drs. George Fitzpatrick and Mary Lamberts

Section	Presented	Received by editors
Citrus	24	14
Handling & Processing	24 + 2 from 2015	12
Krome Memorial Institute	19	14
Natural Resources	6	3
Ornamentals, Garden & Landscape	26	14
Vegetables	32	8

The table above shows the number of papers that were presented at the 2016 FSHS meeting and how many of these we have received to date.

If you have yet not submitted your paper, please email it to editors@fshs.org as soon as possible. If there is some problem that is delaying the submission of your paper, please contact us at the same email address to give us a projected submission date. Delays in submission may keep your paper from being published in this year's proceedings.

UPCOMING EVENTS

October 18th: The Ridge Citrus School will be a series of educational seminars held at the UF/IFAS Citrus Research and Education Center. Registration form can be found at http://www.crec.ifas.ufl.edu/news/pdf/Citrus_School.pdf.

November 3rd: The Avocado Laurel wilt Summit will include presentations on the on-going laurel wilt research and the ambrosia beetle-Fusarium complex affecting California avocados. Register at <https://www.eventbrite.com/e/avocado-laurel-wilt-summit-tickets-27468098823>.

November 16th: Microgreens 101. A comprehensive review and hands on training on Cultivation systems, management, harvest and marketing. Contact Suwannee Valley Agricultural Extension for more information at svaec@ifas.ufl.edu or (386)362-1725.

December 8th: Of interest for all watermelon producers, the annual meeting of the Suwannee Valley Watermelon Institute which takes place at the Straughn Center in Gainesville. No registration is needed.

UF/IFAS Citrus Research and Education Center Facebook page contains information about upcoming events such as: Conventions, Annual Meetings, Workshops, CEU classes and testing, and other training events are detailed on their calendar of event page for the Extension Services throughout the state. <https://www.facebook.com/UFIFASCitrusREC>. For more events, consult the UF/IFAS Extension Calendar at <http://ifas.ufl.edu/calendar-extension.php>.

If you have an event planned that you would like to share, please email it to kmsmediadesign@gmail.com or tatiana.sanchez@ufl.edu

Get the Facts about the Q-Biotype

An entire website has been dedicated to educating the public on the Q and B whitefly biotypes (<http://mrec.ifas.ufl.edu/lso/bemisia/bemisia.htm>). Q-Biotype whitefly is particularly concerning as it can readily develop resistance to some of the major classes of insecticides used for whitefly control representing a threat to Florida's agriculture as well as ornamental and landscaping industries. At the end of May, a pest alert was released indicating that the whitefly *Bemisia tabaci* (Biotype Q) had been reported in all four quadrants of Palm Beach County. A month later, this pest had already been

reported in several nurseries and residences all the way from Palm Beach to Duval County.

A team led by Dr. Lance Osborne from the Entomology and Nematology Department at the University of Florida along with IFAS communications, have developed a fact sheet for Q-Biotype whitefly to educate people about this pest. This fact sheet is available through several county extension offices and websites. If you have concerns and questions about this and other invasive pests, you can actively participate in conversations with experts by joining the Bemisia-L Listserv described in the Bemisia website indicated above. Let's all keep an eye on the whitefly!

ROSE ROSETTE DISEASE: RESEARCH UPDATES

Binoy Babu, Gary W. Knox, and Mathews L. Paret
North Florida Research and Education Center
155 Research Road, Quincy, FL-32351

Roses are one of the most popular flowering shrubs in the United States with a total wholesale value of 204 million dollars. Among the rose producing states, Florida is the largest producer with a total value exceeding 30 million dollars. One of the major diseases of roses is the Rose Rosette Disease caused by the Rose rosette virus (RRV) in the genus Emaravirus. The RRV has been a major problem for roses in many states in the U.S for many years. This virus is spread by the eriophyid mite species *Phyllocoptes fructiphilus*.



Fig.1. Clustering of small branches (witches'broom)
Credits: Binoy Babu



Fig.2. Excessive thorn proliferation. Credits: Binoy Babu

The disease was first reported in Florida in November 2013. The key symptoms of the disease include witches' broom, excessive thorns, abnormal red discoloration of shoots and foliage, abnormal growth of shoots, distorted leaves and deformed buds and flowers. The diseased plants usually die within 1 to 3 years.

Considering the economic importance of the rose plants, and the highly destructive nature of the Rose rosette virus, a multistate USDA-SCRI research program "Combatting rose



Fig. 3. Leaf reddening. Credits: Binoy Babu



Fig. 4. Rapid elongation of new shoots. Credits: Binoy Babu

rosette disease- short and long term approaches" has been funded. As a part of the team, researchers in North Florida Research and Education Center (NFREC) at the University of Florida, have developed a novel isothermal detection technique for the virus. This technique can be carried out in 15 to 20 minutes in a field based scenario using less sophisticated equipment. The technique is now being standardized for potential commercialization. This would help in rapid detection of the virus, thus will enhance our ability in early detection and eradication of infected plants thereby protecting the rose industry. In addition, researchers at NFREC are also involved in developing a management strategy for the virus infection, using chemical compounds. The IPM strategy developed is expected to ensure continuous production of roses free of Rose rosette virus thereby enhancing productivity, marketability and improving the business and financial stability of the rose nursery industry. A rigorous scouting program for the virus is in progress in many commercial nurseries in Florida. This is currently ensuring the production of clean plants, thus maintaining uninfected stock plants for propagation and limiting its spread to the entire production.

For more information on Rose Rosette Disease, please review the following links:

<http://edis.ifas.ufl.edu/pdffiles/PP/PP31700.pdf>

http://programs.ifas.ufl.edu/u-scout/Rose/Pages/Rose_Rosette.html