

# Citrus Research and Development Foundation

Summary

Prepared for **Florida Citrus Mutual**

June 24, 2009

Tom Jerkins

Foundation President



# What is it?

- ◆ Not for Profit Corporation – April 22, 2009
- ◆ Organized as DSO of the U Fla.
- ◆ Currently based in Lake Alfred
- ◆ For the Purpose of providing research & technological solutions to the Florida citrus industry

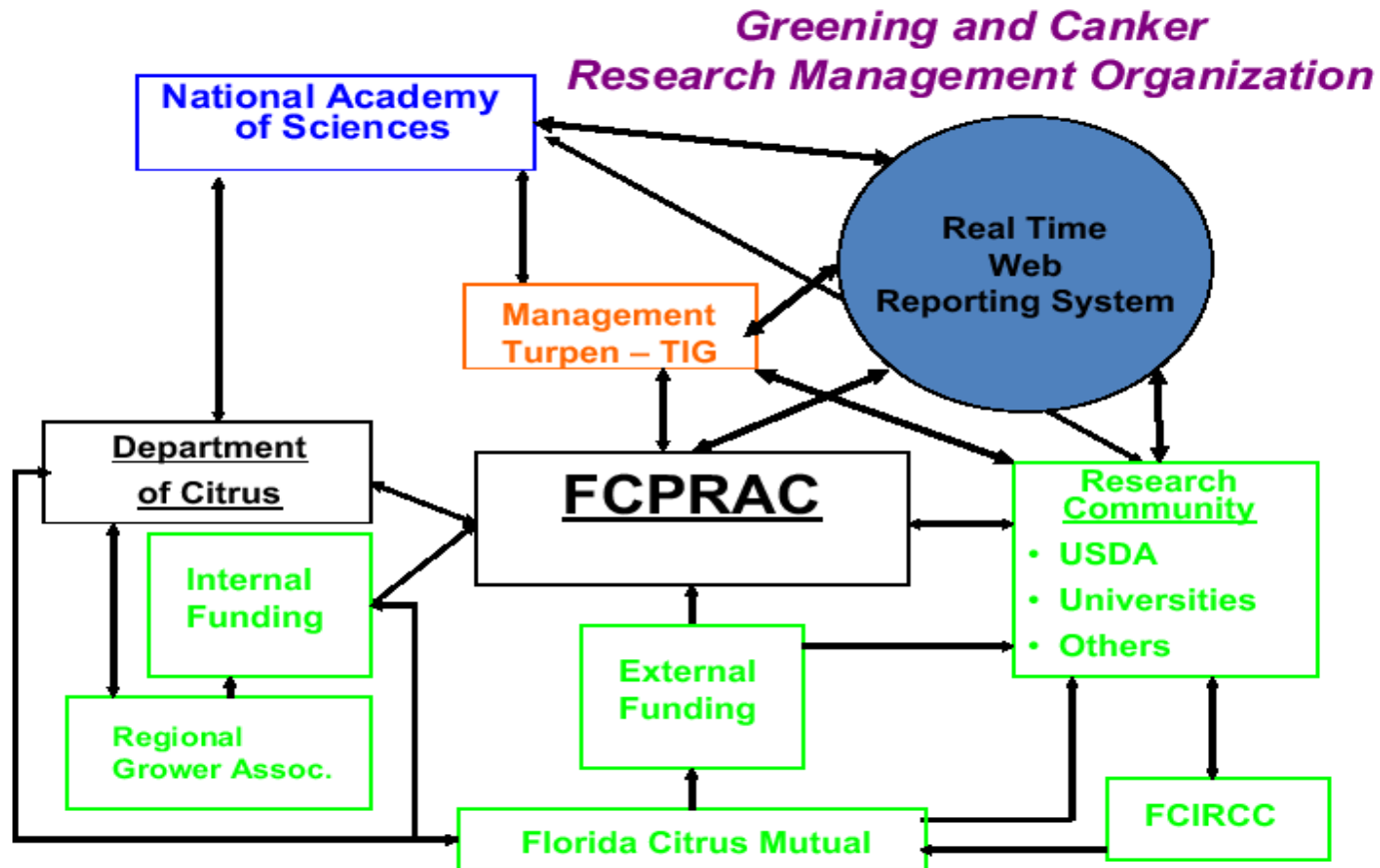
# Mission

- ◆ “Advance R&D activities to ensure the competitiveness/(survival) of Florida citrus producers through innovation.”

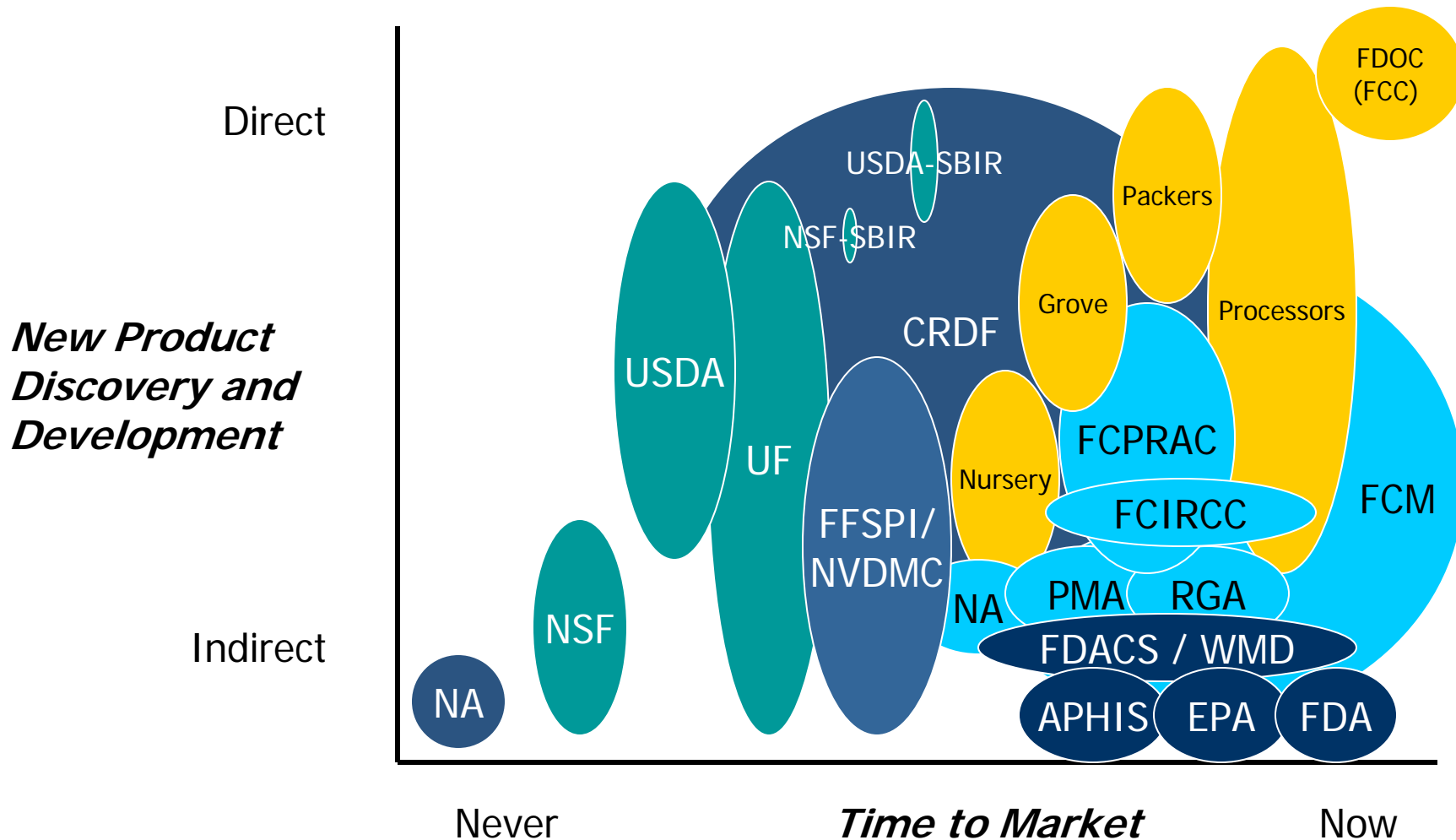
Mantra - ***SPEED ! ! !***

Balance urgency with due diligence

# Industry Research Organization



# Citrus Industry Fragmentation

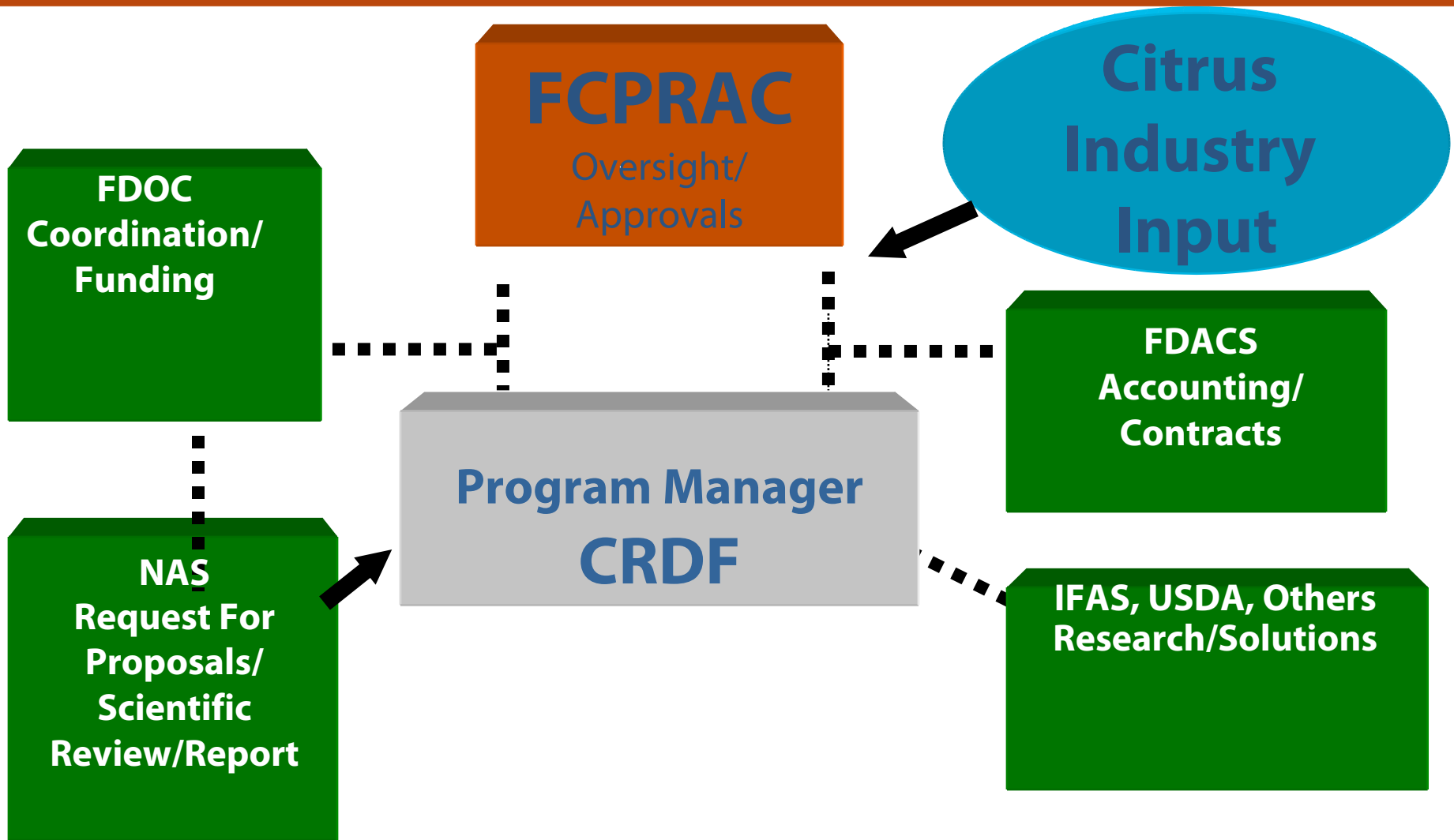


# Research Management Plan

*Anglea, Jackson, McClure, Norberg,  
Rogers*

- Urgently find solutions to production problems
- Provide accountability and responsibility
- Communicate and coordinate activities to stakeholders

# CRDF: Swiss Watch?



# CRDF Functions

- **Manage Research Projects as Investments**
- **Securing of Funding**
- **Retain and Manage IP rights**
- **Commercialization of Research Results**
- **Regulatory Advocacy**

# CRDF Governance

- Diverse and Regional Representation
- Engaged Board
  - Represent mission of CRDF
  - Provide vision & strategic direction
  - Energetic participation
- Entrepreneurial Culture
  - Proactive, hands-on, collaborative, creative, solution-focused, risk acceptance, urgency,

# CRDF Organization

**Chief Operating Officer**

**Tom Turpen**

**President**

**Tom Jerkins (I)**

**Vice President**

**Ricke Kress (I)**

**Secretary**

**Jerry Newlin (I)**

**Treasurer**

**Joe Joyce (UF)**

## Board Members ( 13 total)

**Bobby Barben (I)**

**Joe L Davis Jr. (I)**

**Craig Meyer (DACs)**

**Mark McLellan (UF)**

**Wes Brumback (I)**

**Dan Gunter (I)**

**Bob Stambaugh (I)**

**Marty McKenna (I)**

**Wayne Simmons (I)**

# Continuity and Progress

- Build on the performance and successes of FCPRAC and DOC
- Set up accounting system and develop 2009/2010 budget
- Issue RFP and initiate next cycle of review
- Secure funding and transfer contracts

# Long Term - 2010

- Cooperate/Assimilate similar organizations and missions
- Optimal financing strategy – where is the funding?
  - FCPRAC “Box tax” and FDOC funding
  - General revenue
  - Federal grants and agency spending
  - Federal Research Marketing Order
  - gifts and contributions
- **Produce and Communicate results !!**