

# Citrus Research and Development Overview

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# Mission

- ◆ “Advance R&D activities to ensure the competitiveness of Florida citrus producers through innovation.”
  - Many secondary benefits

# Customer service

- ◆ Connect innovators to industry
  - Set and communicate priorities
  - Provide resources and achieve a favorable return on investment
  - Both communities fragmented
- ◆ Job description: Caught between a rock and a hard place


# The Rock

- ◆ Infectious disease
  - Greening
  - Canker
- ◆ Recruit and inspire the best people and enable their best performance
  - All merit, no bias, high impact results
  - Sponsor reputation as a reliable partner
  - Clarity and convenience

# The Hard Place

- ◆ Who invests? How much?
  - What is the optimal return?
- ◆ Responsible fiscal portfolio management
  - Demonstrate returns

# fcprac.com



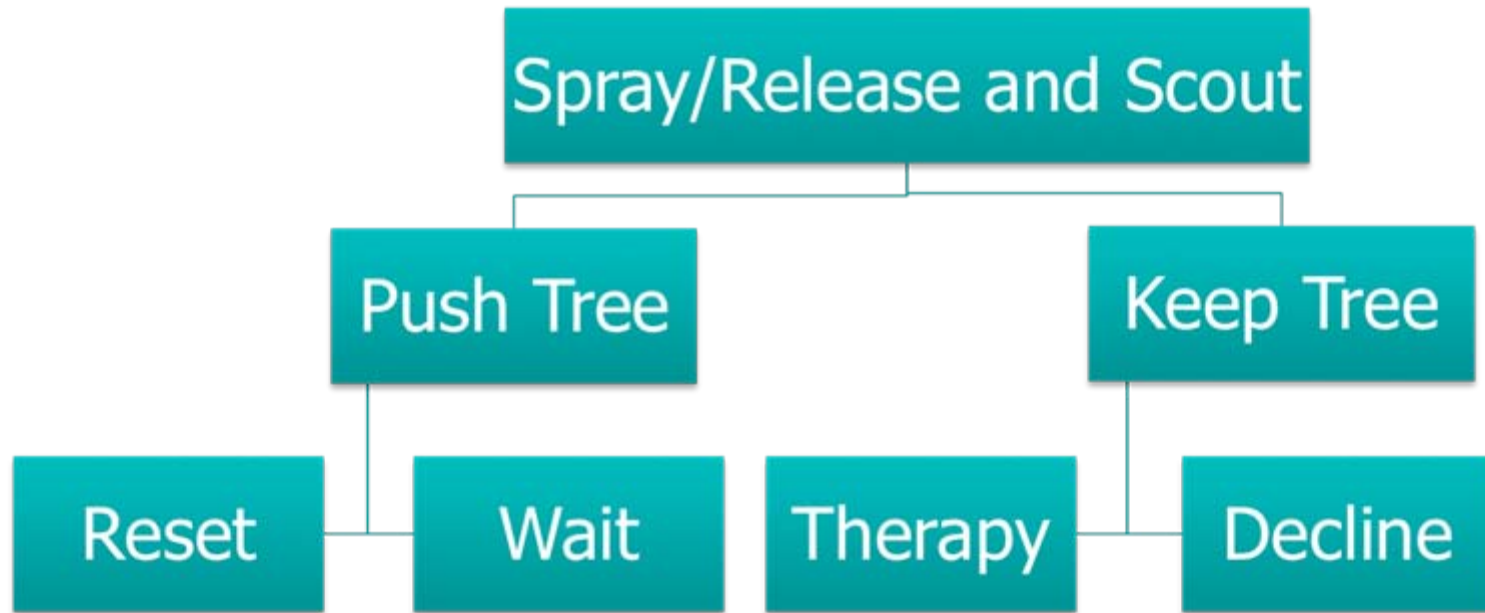
**FCPRAC**  
Florida Citrus  
Production  
Research Advisory  
Council

**REPORTS**  
Submit Grant  
Proposals and  
Reports

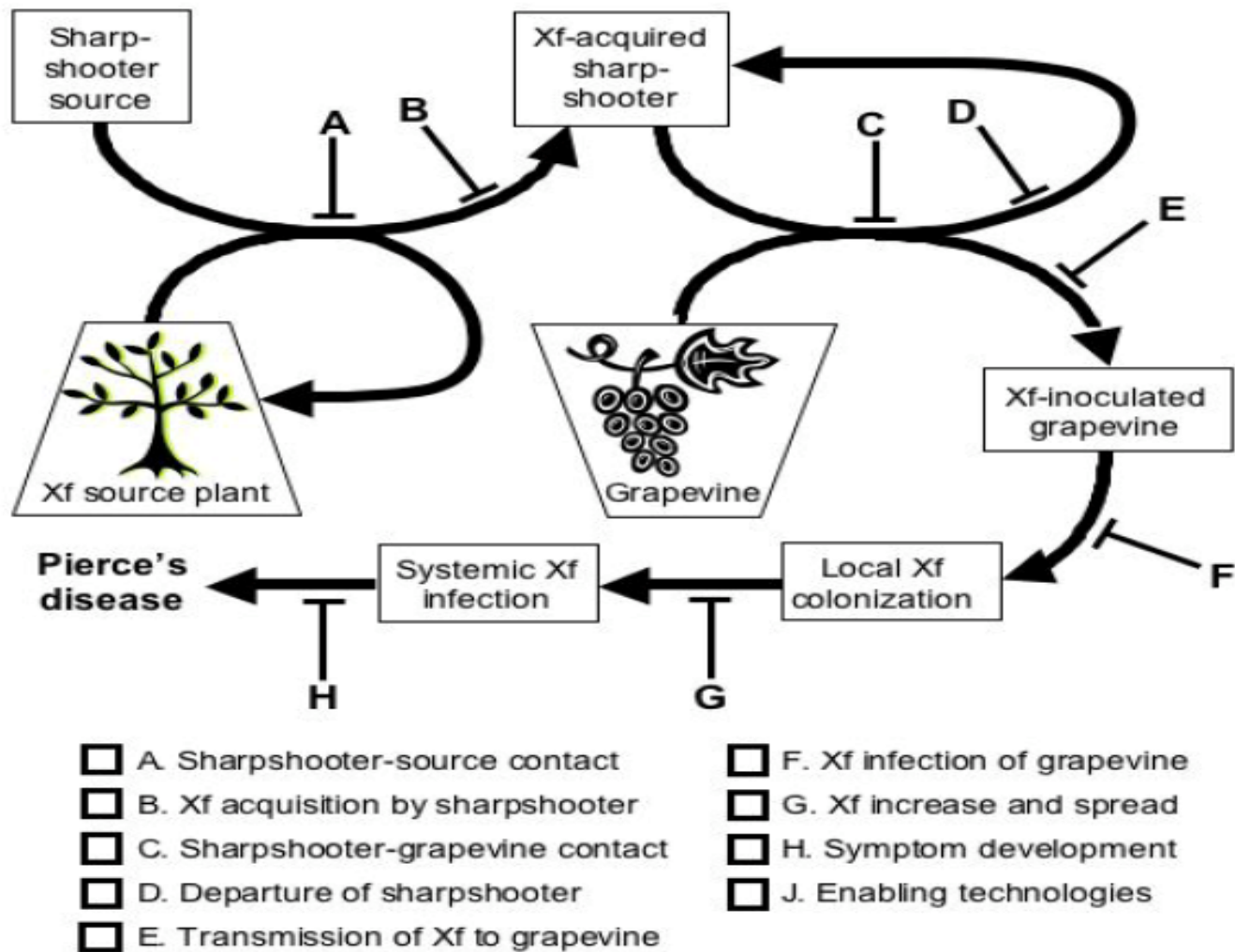
# Who owns Citrus Industry R&D?

- ◆ Research is about discovery
  - Capacity, resources and innovators are concentrated in International, US Federal and State laboratories
- ◆ Development is about managing risk
  - Resource gap translating laboratory discoveries to commercial use
  - Technical feasibility at full scale, COGS, intellectual property, regulatory issues, and consumer acceptance in the market

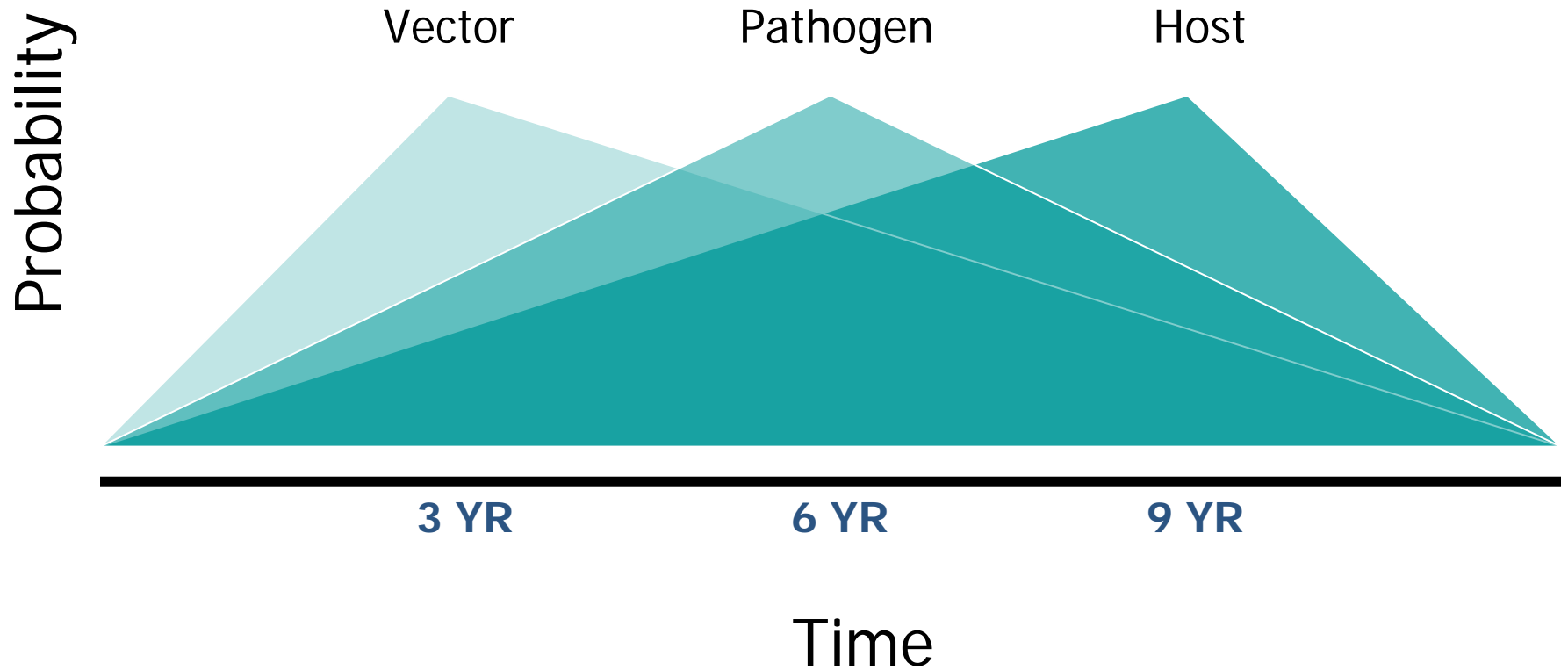
# Grower's View of Disease Cycle



# Researcher's View of Disease Cycle



# Time to Market for Present Investment



Thank You!

