FRE Program Summary

(1) Supply-focused economics

(2) Market-focused economics.

Supply-focused program provides economic evaluation of emerging citrus horticultural technologies
- Economic tradeoffs of HLB management strategies
- Optimum time to stop removing trees and start an enhanced foliar nutrient program
- Cost-benefit analysis of alternative pesticide programs to reduce pesticide resistance
- Cost-benefit analysis of automated robotic tractor operations
- Economic life of traditional versus advanced production system groves
- Survey to estimate the rate of HLB infection in Florida citrus groves
- Economic sustainability of the Florida citrus industry under endemic HLB
- Effectiveness of the U.S. orange juice tariff over time
- Economic evaluation of crops alternative to citrus for Florida growers

Market-focused program provides economic evaluation of fruit and retail juice markets
- Economic assessment of fruit marketing alternatives for Florida growers
- Price behavior from grove to retail shelf
- Evaluation of trends in the U.S. orange and grapefruit juice markets
- Effect of changes in retail juice prices on juice inventories and fruit prices
- Evaluation of changes in the U.S. orange juice market and OJ substitutes over time
- Effectiveness of FDOC generic marketing programs in growing OJ demand
- Evaluation of trends and changes in the European OJ market
- Impact of the European OJ market on Florida fruit prices
- Affect of changes in demand in Europe and the U.S. and changes in fruit production in Florida and Brazil on long-run Florida and Brazilian fruit production and prices

Methods of conveying information and key findings:
1. Presentations in Florida, Brazil, Mexico and Europe
2. Publishing in EDIS, trade magazines and refereed journals
3. Organizing international citrus economics conferences
4. Establishing and promoting collaboration between IFAS researchers and those in other citrus producing countries

Funding:
Research Grants