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FOR IMMEDIATE RELEASE

Florida Citrus Show Brings Experts, Growers Together To Find Solutions

Show Offers Information to Florida Citrus Growers and Packers on the Latest Industry Trends and Techniques

ORLANDO, FLORIDA (November 16, 2011) — The latest information on citrus disease control, labor management, new varieties and best practices for grove operations are the focus of the 2012 Florida Citrus Show, sponsored by *Florida Grower* magazine, the Indian River Citrus League and the University of Florida's Institute of Food and Agricultural Sciences. The show will be held Jan. 25-26, 2012, at the Havert L. Fenn Center in Ft. Pierce, Florida.

The Florida Citrus Show features a comprehensive lineup of educational sessions designed specifically for Florida growers and packers interested in learning about the latest trends that directly impact their businesses. This year, industry experts will share their knowledge on everything from replanting groves, Asian citrus psyllid and HLB management techniques, and new variety development as well as an economic outlook for the citrus industry.

"The Florida Citrus Show continues to grow based on an outstanding education program and trade show where growers can interact in one location with vendors of products and services they need," says Gerry Bogdon, associate publisher of Meister Media Worldwide's Horticulture Group. "The 2012 Show will reflect the optimism growers are feeling due to stronger prices and good signs we can learn to live with HLB."

In addition, The Florida Citrus Show includes a large trade show with nearly 80 suppliers exhibiting the latest products and service innovations. The tradeshow and educational sessions are all under one roof, providing multiple opportunities for networking with other participants.

Admission to the educational sessions and trade show is free to qualified growers. Exhibit space also is available. This year, large equipment will be allowed inside the tradeshow hall. For complete information on the Florida Citrus Show, as well as exhibitor and sponsorship opportunities, visit <http://www.citrusshow.com/> or contact *Florida Grower's* Gerry Bogdon at (407) 539-6552 ext. 16 or gnbogdon@meistermedia.com.

About *Florida Grower*: Published since 1908, *Florida Grower* magazine provides growers and other industry leaders with insight on varieties, production, pest control, irrigation, harvest and packing. *Florida Grower* also publishes an annual report on citrus and administers leading events and award programs. It is a publication of Meister Media Worldwide.

About Meister Media Worldwide: Meister Media Worldwide, headquartered in Willoughby, Ohio, provides integrated media solutions for worldwide specialized agriculture. A leader in the industry, the company provides information and networking opportunities to global markets, including fruits and citrus, vegetables, cotton, ornamental horticulture, precision agriculture, plant protection and Latin American agriculture. Founded in 1932, Meister Media Worldwide now produces 13 magazines, along with eNewsletters and more than 20 websites, as well as tradeshows and exchange events. In addition, Meister produces custom print products, web development, videos and strategic business development services. Contact us at www.meistermedia.com.

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