



# Come to the CREC centennial celebration

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**O**n Nov. 29, the Citrus Research and Education Center (CREC) is celebrating. That's right, celebrating. The University of Florida's Institute of Food and Agricultural Sciences (IFAS) will be holding a three-day commemoration of CREC's centennial. The centerpiece of that is a daylong program for the industry on Nov. 29.

Too often in your work, you're forced to think about the next few months, or even the next few hours. You spend your time solving problems, lamenting misfortunes and cursing the psyllid. It can make even the most resolute temporarily lose sight of what's so great about being in the citrus business.

## STAYING POWER

The centennial celebration is a chance to step back and marvel at the staying power of an iconic industry. When CREC opened, the Model T was the best-selling car in America. Florida had fewer than a million residents.

Nothing gets to be 100 years old without overcoming adversity. The industry has proven its resiliency, perhaps never so much as in the past decade. The challenges will keep coming, as Irma reminded us in September.

Yet here we are, after frosts, spreading decline, canker, black spot and millions of acres of subdivisions. It's important to celebrate how we've thrived amidst 100 years of adversity.

The other thing that a centennial reminds us of is that an industry succeeds because it's a community that

works together. Growers cooperate in citrus health management areas, industry leaders unite to pursue funding, and researchers from the U.S. Department of Agriculture, the Florida Department of Citrus and IFAS collaborate to achieve scientific breakthroughs.

## COMMEMORATION AND REUNION

The citrus centennial celebration is both commemoration and reunion. For three days, the IFAS and CREC will host events in Lake Alfred that spotlight 100 years of citrus.

On Tuesday, Nov. 28, I'll be gathering my administrative team, including research and education directors from around the state, for a meeting in Lake Alfred. Although it will largely be

internal business, I want them all to visit CREC to emphasize how important it is that all of IFAS — not just Lake Alfred — work together to find solutions to citrus industry challenges.

Wednesday, Nov. 29, is the public celebration. Registration starts at 8:30 a.m. At 9:30, we'll start a two-hour program featuring VIPs and citrus industry legends. Then there's lunch and tours of the greenhouses and groves.

On Thursday, Nov. 30, CREC Director Michael Rogers will host a day of seminars titled, "Distinguished CREC Alumni Research Forum: 100 Years of Citrus Production and Processing Research." Former faculty, students and staff will come from around the world for scientific discussion and to celebrate Lake Alfred as a worldwide hub for that discussion.

It will be three days of stopping to take stock of where we've been. Then we'll start right in on the second 100 years.

I hope you'll come on Nov. 29. Please visit <https://crec100years.eventbrite.com> to RSVP. 🍊

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