



## FLORIDA CITRUS HALL OF FAME

Brenda Eubanks Burnette,  
Executive Director  
411 E. Orange Street  
Lakeland, FL 33801  
561.351.4314 cell  
BBurne1003@aol.com  
info@FloridaCitrusHallOfFame.com  
www.FloridaCitrusHallOfFame.com

PRESORT  
STANDARD  
U.S. Postage  
**PAID**  
West Palm Bch, FL  
Permit No. 1693

ISSUE

01

FALL  
2013

Honoring those distinguished  
leaders who have made  
significant contributions to the  
Florida Citrus Industry and to  
preserve and share the rich  
heritage of Florida citrus.

UPDATES FROM  
THE FLORIDA  
CITRUS  
HALL OF FAME

# Citrus On!

## this issue

Citrus Label Database **P.1**

VIVA 500 Citrus Panel **P.2**

Chicone Family Challenge Grant **P.3**

2013-14 Fellowship Students **P.4**



## Unique Partnership with Florida Southern College

Five years ago, the Florida Citrus Hall of Fame partnered with Florida Southern College to create a home at the Sarah D. and L. Kirk McKay, Jr. Archives Center, which houses the Florida Citrus Hall of Fame display along with the State of Florida Citrus Archives, Florida Southern College's Governor Lawton Chiles Center for Florida History, the Frank Lloyd Wright Archives and the Florida United Methodist Conference Archives. We created an endowment to fund Florida Southern College students and faculty to research and supplement the information on all of the Citrus Hall of Fame inductees, as well as create access to this information through our web site:

[FloridaCitrusHallOfFame.com](http://FloridaCitrusHallOfFame.com)

The Florida Citrus Hall of Fame is reaching out to you through this, our first newsletter entitled "Citrus On!" The mission of the Hall of Fame is to recognize those distinguished leaders that have made significant contributions to the industry AND to preserve and share the rich heritage of Florida citrus. To this end we are deeply involved with and committed to an outreach program to tell the story of citrus and highlight the people that have done so much to make the industry a dynamic force in Florida. We need your help to accomplish our mission. We hope you will enjoy "Citrus On!" and help us carry the fantastic story of Florida citrus forward. We will let you know how you can help, so read on!!

## Over 1,500 Citrus Labels in Online Database

The Citrus Crate Label Collection at Florida Southern College contains digitized labels from the Citrus Hall of Fame, primarily private collectors Jerry Chicone and Jim Ellis. Hall of Fame Fellowship students have scanned, cataloged and placed over 1,500 crate labels on our website. (See the article on technology inside to learn more about this project.) Lithography for citrus crate labels began in the late 1880s in California and migrated to Florida soon after. The unique artwork, drawn by popular artists of the time but not identified, was used for advertising for a particular grower or shipper from the early 1900s to the '50s, when the use of cardboard shipping cartons became prevalent. The labels are often referred to "Florida's first billboards," due to their colorful depictions of many well-known Florida aspects: the abundant sunshine, the flowering tropical plants and of course, the ocean and the requisite "bathing beauties." The label's background color also denoted the grade of fruit and registration with the Florida Citrus Commission.

These beautiful labels were used on the ends of wooden crates to advertise not only citrus, but also vegetables and other fruits to wholesale fruit buyers. Fruit was stacked in warehouses and sold during the early morning hours before the stores opened. Wooden citrus crates were stacked high on top of each other in these dimly-lit warehouses, and the buyers often bought their fruit based solely on the labels shown on the end of the crates. This led to an incredibly colorful array of early marketing efforts by Florida citrus growers in an attempt to attract the fruit buyers' attention. Label themes ran the gamut from patriotic and sports topics to family members and their pets, as well as tourism plugs for Florida and the grower's hometown. Rapidly becoming a valuable collector's item, original citrus labels are still available and can range in price from \$2.00 to well over several thousand dollars for hard to find labels.

FLORIDA CITRUS  
HALL OF FAME



## Upcoming Events

### • "Citrus Legends Luncheon—Renew Friendships!" - October, 2013

Join agriculture alumni and friends from throughout the state for fellowship, stories and updates on FSC and UF/IFAS citrus programs. In addition learn about the Florida Citrus Hall of Fame outreach efforts.

### • March 7, 2014—Florida Citrus Hall of Fame Induction Ceremonies

Approximately 500 industry members join together to honor the annual inductees to the Florida Citrus Hall of Fame for a Citrus Celebration Luncheon at Florida Southern College.

### • November 8, 2014—"Queen for a Day" at Bok Tower Gardens

2014 will mark 90 years since the first Florida Citrus Queen was chosen to help market Florida citrus throughout the world. It also will be the 85th Anniversary of Bok Tower Gardens. Join us for a reunion of former Florida Citrus Queens and a day of citrus themed celebrations!

### • 2014, TBD—Release of Two New Books

Florida Citrus Pioneers—50 Years & Counting

Florida Citrus Crate Labels—"Florida's First Billboards"



## Thanks to Our Sponsors!

- FLORIDA CITRUS MUTUAL
- FLORIDA DEPT. OF CITRUS
- FLORIDA SOUTHERN COLLEGE
- Florida Citrus Processors Assn.
- Farm Credit of Florida
- Florida's Natural
- Hunt Brothers
- W.G. Roe & Sons

**OUR PANELISTS**

Robert M. Behr,  
CEO, Citrus World, Inc.

Jerry Chicone, Jr.,  
Chicone Groves

James M. Denham,  
Professor of History and  
Director of the Lawton M.  
Chiles, Jr. Center for  
Florida History at FSC

Jim Ellis  
Florida Dept. of  
Agriculture & Consumer  
Services

Tim Hurner  
County Extension  
Director and Citrus  
Extension Agent

Peter McClure  
Agricultural Research &  
Business Development  
Manager for Evans  
Properties, Inc.

Lindsay Raley  
President, Raley Groves

Dan Richey  
President/CEO,  
Riverfront Packing Co.,  
Riverfront Groves, Inc.  
and Gulfstream  
Harvesting Co.

Phillip Rucks  
Owner, Phillip Rucks  
Nursery, Inc.

*"We've always  
fought through  
tough times, and  
we will continue to  
do so now..."*  
- Dan Richey



**VIVA 500  
CITRUS PANEL**

With Florida Commissioner of Agriculture,  
The Hon. Adam Putnam

We asked 9 accomplished  
industry professionals to give  
their insight on citrus—Past,  
Present & Future...



**Chicone Family Challenge Grant**

The Chicone Family Foundation has offered to donate up to \$25,000 to match donations made to the Florida Citrus Hall of Fame to establish an Outreach Program, enabling the program the opportunity to create \$50,000 for program support. The funds will be used to develop a book on the Florida Citrus Hall of Fame, as well as a new citrus label book, and help market educational outreach programs to museums, the industry and the general public to increase awareness about the importance of our citrus heritage.

Jerry Chicone, a Hall of Fame member himself, is asking that you help support the efforts of the Hall of Fame by making a donation and joining him and his family in this worthy effort. On behalf of the Florida Citrus Hall of Fame, we thank the Chicone Family Foundation for their generous gift and applaud the following donors for joining our cause:

- DONATIONS RECEIVED TO DATE**  
Bernard Egan Foundation  
Hugh English Family  
Ben Hill Griffin, Inc.  
Peace River Citrus Products, Inc.

If you would like to participate in our outreach and preservation efforts, please contact Brenda Eubanks Burnette, Executive Director, for more information and creative ways to become involved. Donor opportunities include fellowship endowments, sponsorship levels at various events, funding outreach efforts, donations of artifacts, time and talent. Consider joining our Speaker's Bureau, Oral History Project or attending one of our upcoming events. Contact Brenda at (561) 351-4314 or via e-mail at BBurne1003@aol.com.



Florida Commissioner of Agriculture Adam Putnam partnered with universities and colleges throughout Florida to host a year-long series of panel discussions recognizing the important role agriculture has played in Florida's 500-year history.

The panel discussion about Florida's Citrus Industry was hosted by the Florida Citrus Hall of Fame in April, in conjunction with Florida Southern College and the Lawton M. Chiles Center for Florida History.

It featured nine industry members discussing various aspects of the industry and how things have changed in the last 500 years and how they view what might be expected to change in the future.



*"The history of  
any industry is  
managing risk..."*  
- Peter McClure

Over 200 people attended the event, which was moderated by Commissioner Putnam and featured questions to the panel from both the audience and the Commissioner. Highlights included discussions about the evolution from a primarily fresh industry to processed, institutional investments and how they affected growth, technology and

transportation changes, marketing our products nationally and globally, and much more. To view the entire discussion, visit our web site.

*"It's the same  
now as it was  
500 years ago—  
Man against  
Nature"*  
- Jerry Chicone



(L-R) Commissioner Adam Putnam, Tim Hurner, Peter McClure, Lindsay Raley, Dan Richey & Phillip Rucks during discussion at Florida Southern College.

**This Month's Technology Updates [FloridaCitrusHallofFame.com](http://FloridaCitrusHallofFame.com)**

**Image Database**  
Over 1,500 citrus labels, 200 postcards and 400 industry photographs from prominent collectors such as Don Ball, Jerry Chicone, Jim Ellis, Brenda Eubanks Burnette, and George Horvath have been catalogued, scanned and tagged in our online database. This means that if you needed to search for citrus labels that had birds on them or were in a



particular area, you could enter those search criteria and receive a listing of what was available from our collection. There are still hundreds more in our archives that will be added to these collections each year by our FSC fellowship students. We received over 80,000 hits collectively on these databases from January to June of this year, so feel free to take a peek!

**FELLOWSHIP STUDENTS**

**2013-2014**  
Every year, the Florida Citrus Hall of Fame provides funds to create an engaged learning program with students at Florida Southern College through our endowment fund. This year's students are: the **Frank S. Bouis Family Fellowship** – Audrey McCranie; the **D. Victor Knight, Sr. Fellowship** – Trudy Weber ; and the **Florida Citrus Hall of Fame Fellowship** – Jacob Crouch. Their projects include work with the State of Florida Citrus Archives to catalog, preserve and digitize historical citrus images and artifacts, maintaining and organizing the online profiles of Hall of Fame members and maintaining, transcribing, and conducting oral histories.

**MAJOR DONORS  
Special Projects**

- GOLD**  
Chicone Family Foundation
- SILVER**  
HESCO/Macro Plastics -  
"Barrels to Bins" Video
- BRONZE**  
Bernard Egan Foundation  
Hugh English Family  
Ben Hill Griffin, Inc.  
Peace River Citrus Products, Inc.
- FRIEND**  
Barney Greene Family  
Harold McTeer Family  
Norman Todd  
Riley Williams