



Quarterly FSHS Newsletter

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Agritourism — New Section at the FSHS

Dear FSHS members,

I am excited to announce the new Agritourism (and alternative enterprises) section which will be launched at the FSHS Annual meeting this year in Orlando.

Agritourism combines Florida's two largest industries – tourism and agriculture – and allows farmers to create opportunities for additional income by opening their farms and agricultural operations to the general public, who are more interested than ever in learning where their food comes from, and the technological advancements behind producing that food. Additional revenue generated by agritourism can allow a farm to increase its economic viability and stay in business.

The FSHS agritourism section seeks to (1) share recent research findings in disciplines involved in agritourism (including plan production, animal production, food science and food safety, digital communication, hospitality management), (2) present successful Extension programs in agritourism, (3) contribute to the proceedings of the Florida State Horti-

cultural Society to advance Florida horticulture, and (4) advance and develop of agritourism sciences.

The abstract limit is 250 words excluding titles and affiliations. Abstracts should be submitted at the FSHS website. For complete format instructions for abstract and manuscript preparation (www.fshs.org). As with other sections, submission of a paper by presenters is mandatory, but unlike the other sections it is anticipated that most papers submitted will most likely be a short scientific note (1 printed page or less). The scientific note can be a research study or a case study. Case studies are different from formal scientific studies in that they describe something that somebody did, as opposed to introduction, materials and methods, results and discussion. Both case studies and research papers can be presented as papers (several printed pages in length) or scientific notes (one printed page or less), depending on their length.

Please direct inquiries regarding the agritourism section to Gene McAvoy Section VP gmcavoy@ufl.edu.

CHANGES COMING IN 2024

The FSHS Board of Directors unanimously approved some changes on how our Society handles submissions of papers for our Annual Conferences and the editing and publishing of the Proceedings.

These changes will result in more efficient and timely processing of papers and more timely publication of these papers. They will also put the fees more in line with actual publication costs.

Change #1: Increased abstract fee and additional page charge will each be increased by \$5 (previously \$75):

- ◆ \$80 for abstract submission and first published page
- ◆ \$80 per additional published page

Change #2: While submission of manuscripts will remain at the time of the Annual Conference, the absolute final deadline for submission of manuscripts will now be January 31 of the year following the FSHS Annual Conference. Nothing will be accepted after January 31st.



LOOKING AHEAD.....



June 9 - 11, 2024



DoubleTree
Orlando SeaWorld

The 137th Florida State Horticultural Society
Annual Meeting - we hope to see you there!

renew your membership today!

 [fshs.org](https://www.fshs.org)

Call for Abstracts

The Annual Meeting of the FSHS features applied research pertaining to horticultural crops and products, and to new developments and practices that have been put into use by growers, processors, allied industries, and other horticultural interests in Florida.

Growers, processors, and those in allied industries are encouraged to attend. For those wishing to present a topic of interest, the abstract limit is 250 words excluding titles and affiliations. Abstracts should be submitted at the FSHS website. For complete format instructions visit [Instructions for Authors](#) or www.fshs.org.

Oral presentations and posters will be accepted in all sectional categories. Posters should follow regular poster format, being sure to include the title, author(s), affiliation, presentation of the research project or extension program, and references as appropriate. Poster size limitations will be made available soon. Easels will be provided at the venue. For further information contact Anna Mészáros (ameszaros@ufl.edu)

Abstract Submission
Deadline:

March 31, 2024



2023-2024 Sectional Vice Presidents



AGRITOURISM SECTION

Coordinator: Gene McAvoy gmcavoy@ufl.edu

VP & VP elect : To be elected during the FSHS 2024

*Only oral presentations accepted for 2024
Agritourism Section



AGROECOLOGY/NATURAL RESOURCES SECTION

VP: Leslie Nicole Munroe lnmunroe@ufl.edu

VP elect: Jay Capasso jcapasso@ufl.edu



CITRUS SECTION

VP: John Chater jchater@ufl.edu

VP elect: Muhammad Adnan Shahid

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HANDLING AND PROCESSING SECTION

VP: Adrian Berry adberry@ufl.edu

VP elect: Moshe Doron moshik@ufl.edu



KROME MEMORIAL INSTITUTE SECTION

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VP elect: Jeff Wasielewski

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ORNAMENTAL, GARDEN, AND LANDSCAPE SECTION

VP: David Austin davidaustin@ufl.edu

VP elect: Kara Krueger karackrueger@ufl.edu



VEGETABLE SECTION

VP: Alex Bolques

Alejandro.bolques@fam.u.edu

VP elect: Wael Elwakil

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**Get to Know
FSHS
Treasurer,
Kevin
Athearn**



Dr. Kevin Athearn

athearn@ufl.edu

Dr. Kevin Athearn has served as treasurer of the Florida State Horticultural Society since 2019.

Kevin grew up in Pennsylvania and New Jersey and completed a B.A. degree in international relations at Ursinus College. After working as an international freight forwarder for five years, he moved to Gainesville to attend graduate school at the University of Florida. He earned an M.A. in Latin American studies and a Ph.D. in food and resource economics, both from UF.

From 2004 to 2015, Kevin was a faculty member at the University of Maine at Machias. There, he taught university courses and conducted applied research on Maine's fishing, agricultural, and tourism industries. He also served as university accreditation coordinator, chair of the institutional review board, and division chair.

In 2015, Kevin moved back to Florida to accept a position as regional specialized agent for rural and agribusiness development with UF/IFAS Extension. In this position he conducts practical research on crop production economics and agricultural markets, and he delivers educational programs for farmers, food entrepreneurs, and other Florida stakeholders.

In his younger days, Kevin traveled extensively and spent summers working in Germany, Spain, and Mexico. Kevin enjoys spending time outdoors and participating in sports. He has coached high school wrestling and tennis and coached youth soccer. While in Maine, he founded the Downeast Youth Soccer Association and served as its president. He currently lives with his wife and two children in High Springs, FL.

2024 FSHS In-Service Training:

**Controlled Environment
Agriculture**

Key speakers include: Dr. German Sandoya, Dr. Ying Zhang, Bob Hochmuth, and Hannah Wooten

Stay tuned for more info!





Incentive Program for Members

It's never too early to approach a new sponsor for our annual meeting!

FSHS Annual Sponsorship Categories & Member Incentive

Bronze:	\$250	-	\$25 credit toward registration or member dues
Silver:	\$500	-	\$50 credit toward registration or member dues
Gold:	\$1000	-	\$100 credit toward registration or member dues
Platinum:	\$2000	-	\$200 credit toward registration or member dues
Diamond:	\$5000	-	\$500 credit toward registration or member dues



For more information, contact: Gene McAvoy, Sponsorship Chair gmcavoy@ufl.edu

FSHS Board of Directors

Board Chair: George Fitzpatrick
President: Ute Albrecht
President Elect: Prissy Fletcher
Secretary: Fernando Alferez
Treasurer: Kevin Athearn
Proceedings Editor: Mary Lamberts



FSHS Sectional Vice Presidents

Citrus:

Vice President: John Chater
VP Elect: Muhammad Adnan Shahid

Ornamentals, Garden & Landscape:

Vice President: David Austin
VP Elect: Kara Krueger

Handling & Processing:

Vice-President: Adrian Berry
VP Elect: Moshe Doron

Krome Memorial:

Vice President: Muhammad Adnan Shahid
VP Elect: Jeff Wasiliewski

Vegetables:

Vice President: Alejandro Bolques
VP Elect: Wael Elwakil

Agroecology/Natural Resources:

Vice President: Leslie Nicole Munroe
VP Elect: Jay Capasso

FSHS Committee Chairs & Administrative Contacts

Program Coordinator: German Sandoya Miranda
Marketing Coordinator: vacant
Member Coordinator: Ali Sarkhosh
Member Coordinator: Davie Kadyampakeni
Sponsorship Coordinator: Gene McAvoy

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Board Member-at-Large: Richard Campbell
Student Competition Coordinator: Xin Zhao
Poster Coordinator: Anna Meszaros