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ECONOMIST RECEIVES RESEARCHER OF THE YEAR AWARD

MAITLAND, Fla. (Sept. 25, 2008) – The Florida Fruit & Vegetable Association presented its Researcher of the Year Award Sept. 23 to Ronald P. Muraro, a professor and extension farm management economist at the University of Florida Institute of Food and Agricultural Sciences.

Stationed at the Lake Alfred Citrus Research and Education Center, Muraro has served for more than 35 years in agricultural extension and research. He is recognized nationally and internationally for his papers and presentations in agricultural economic and management problems.

“His consistent, diligent economic research on all aspects of citrus growing and packing has provided the industry with years of important baseline information,” said Quentin Roe, president of Wm. G. Roe & Sons, a Winter Haven-based citrus producer.

Dan Gunter, CEO and president of Alico, Inc., said, “Everyone in the citrus industry knows Ron and his work. Ron is very unassuming and quiet, but when he speaks everyone listens. Ron is respected for his professionalism and dedication to agriculture in Florida.”

Among Muraro’s accomplishments and contributions is his work showing the total costs and returns for rehabilitating citrus groves damaged in the major freezes in the 1980s. “He provided information that instilled confidence as we plotted a course out of the destruction caused by the freezes,” said Rex McPherson, president of R.D. Keene Trust of Winter Garden.

The presentation took place during FFVA’s Annual Convention at the Ritz-Carlton in Naples.

Florida Fruit & Vegetable Association is an agricultural trade organization representing Florida’s producers of fruits, vegetables and other crops.

-30-

Editors note: Digital photos available 9/29/08 by e-mailing barbara.wunder@ffva.com.