

SATSUMAS IN THE PANHANDLE

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HISTORY

- Satsuma groves began popping up in the Gulf States in the late 1800s.
- Marketed as “Sugar Sweet” by the Gulf Coast Citrus Exchange in the early 1900s.
- The Satsuma Festival in the 1920s.
- Satsumas reached a peak of nearly 20,000 Acres in 1923.
- The freezes of 1924, 1928, 1930, 1933, & 1940 (7°F) killed the industry.



ACREAGE



- Jackson County Census = 31 (18-20)
- Gadsden County Census = 33 (at least 100)
- Jefferson County Census = N/A (at least 20 acres)
- Taylor County Census = N/A (36 mixed citrus)
- Madison County Census = N/A (~12)
- Washington County Census = 2
- Santa Rosa County Census = N/A (2)



OPPORTUNITIES

- Grove Location
 - Elevation Relative to Surrounding Area
 - Windbreak on Northwest Side
 - Ponds/Lakes on Northwest Side
- Soil Type
 - Clay Holds Heat
 - Sand Reflects Heat



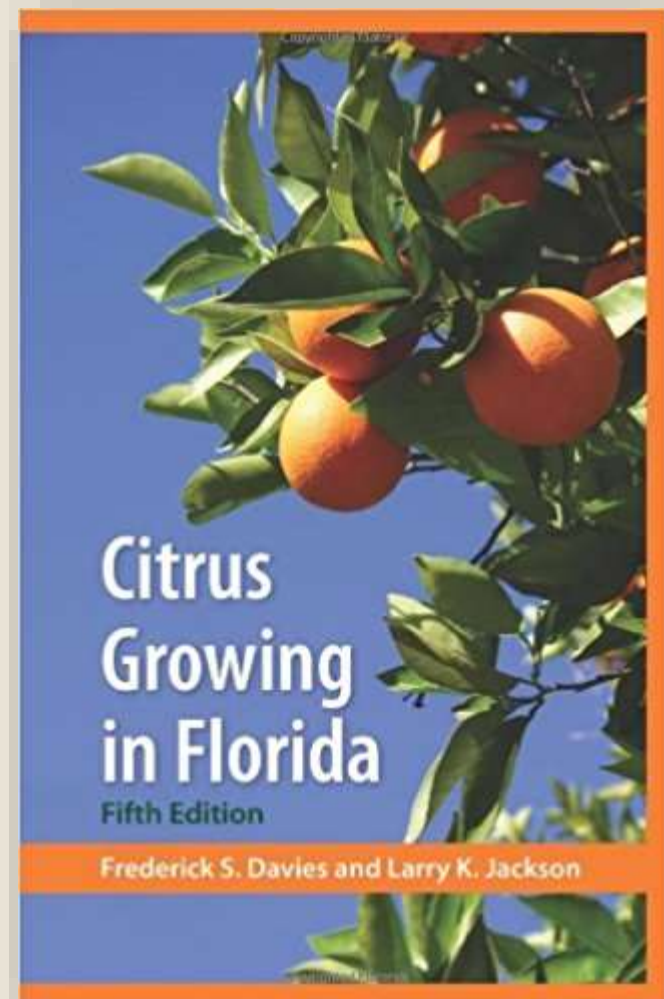
OPPORTUNITIES

- Freeze Protection
 - Trifoliolate Orange Rootstock
 - Microsprinklers
 - Intercropping with Pines
 - High Tunnels



BUDGETING

- Citrus Growing in Florida (Book)
- EDIS Publication #FE1030
 - Satsuma Mandarin Budget and Profitability Analysis for North Florida



MARKETING

- Florida Farm to School Program (School Curriculum)
 - Orlando Area
 - Tampa Area
 - Jacksonville Area
- Grocery Stores and Farmers Markets
- School Fund Raisers



OPPORTUNITIES

- Packaging
- Marketing
- Branding



OPPORTUNITIES

- Packing Houses



