

The 

QUARTERLY

Official Journal of the Agricultural Communicators in Education



The department

Fruit crops. It's not just orange groves and banana groves, it's much, much more. It's also avocados, blueberries, peaches, mangoes, peaches, grapes and many other fruits. Fruit crops in production — planting, growth management and harvesting. But it is also marketing, processing and research.

And what better state than Florida to study fruit crops? The climate is ideal for growth and research. Fruit crops is a multimillion-dollar industry for our state and you can be part of it. A fruit crops degree from the University of Florida will prepare you for a promising future in the fruit crops industry.

University of Florida

Extending more than 15,000 students, the University of Florida prides itself on being the tenth largest university in the United States. The University ranks third nationally in the number of academic programs offered on a single campus and is a member of the Association of American Universities, a select group of the nation's top research universities. Fruit Crops is one of 21 departments in the College of Agriculture. The college is part of the Institute of Food and Agricultural Sciences (IFAS), a statewide organization that serves to educate students, strengthen Florida's agricultural industry and improve the quality of life for all Floridians.

The University of Florida is not only proud of its academic and research programs, but also its variety of student activities. The University of Florida and Gainesville have a lot to offer. You can learn about culture and history of the Florida State Museum. Study for classes and research projects in any of the University Museum — visit sites total 2.5 million. Go swimming and boating in nearby springs and rivers. Drive to the Gulf of Mexico or the Atlantic beaches — it's less than a two hour drive to either coast. Watch Gator football in the 72,000 seat Florida Field, or participate in any of the other 15 intercollegiate sports played by UF athletes. Be part of Gator Country, the nation's largest homecoming page rally. Attend concerts and special events at the 12,000 seat Stephen C. O'Connell Center. There's never a dull moment at the University of Florida.

The University offers an outstanding program within the Fruit Crops Department. Classes are generally evening and summer classes. Most of your classes will be conveniently located in the horticultural complex as you will have easy access to classrooms and laboratories.

But much of your learning happens outside the classroom. You can participate in research projects such as wild protection, young citrus care and satellite technology. Courses like Citrus Manager's Seminar, featuring visiting lecturers, give you the chance to hear the opinion and viewpoints of people currently working in the fruit crops industry. By joining the Citrus Club, you can get to know other fruit crops students and take part in trips and other activities.

Where does it all lead? Fruit crops is big business for Florida. On the average, there are three or four job opportunities available to each fruit crops graduate. And fruit crops is a diverse field. If you are interested in business, then agricultural sales and marketing of fruit crops is for you. If you like production and research, you can find that in the fruit crops industry, too.

Fruit crops and Florida — the perfect combination of climate and opportunity. Let the University of Florida prepare you for success in this ever growing industry.

Financial assistance

As an undergraduate student in the Fruit Crops Department you may qualify to receive scholarships or other financial assistance. You can also participate in a credit internship or work as a student assistant in laboratories and experimental plantings. These jobs provide part-time employment and on-site experience that will benefit you during and after your college years.

For further information contact: Dr. W.J. Wilbanks, Advisor or Dr. R.L. Danzell, Advisor. Fruit Crops Department (103) Field Hall University of Florida Gainesville, FL 32611 904/392-4211



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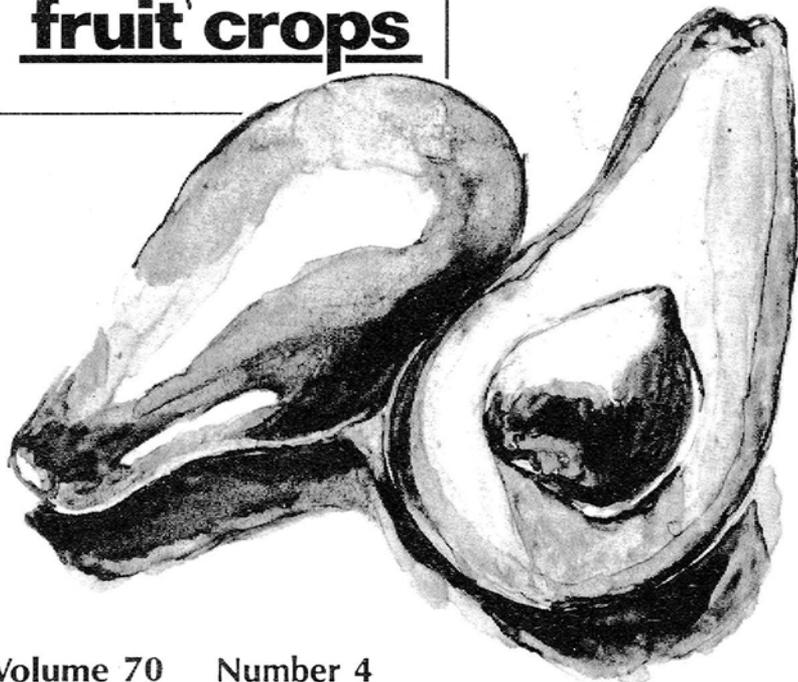
Assessing Reader Interest

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"Clearness of style, plainness of statement"

Reviews

fruit crops



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On The Cover

The fruit illustrations shown on the cover of this issue of the *ACE Quarterly* were used in an undergraduate recruitment pamphlet for the University of Florida Fruit Crops Department. The illustrator and designer, Barbara Jaeggi, works for the university's Institute of Food and Agricultural Sciences. Markers were used to achieve a watercolor affect in the drawings. (Material was submitted by Ashley M. Wood, IFAS Editorial Department, and chair, ACE Graphic Design Special Interest Group.)

ACE members are encouraged to submit original, published graphic designs or photographs for Quarterly cover consideration and for inside illustration, as well.