



# NEWSLETTER

NOVEMBER 1985

**TAMPA BAY CHAPTER of the  
RARE FRUIT COUNCIL INTERNATIONAL, Inc.**

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(Including Renewals)

MEETINGS ARE HELD AT 2:00 P.M. ON THE SECOND SUNDAY OF THE MONTH.

NEXT MEETING. . . . . NOVEMBER 10, 1985

MEETING PLACE . . . . . COMMUNITY ROOM UNDER WEST RAMP,  
TAMPA BAY CENTER SHOPPING MALL,  
BUFFALO & HIMES AVENUES NEXT TO  
TAMPA STADIUM. (TAKE DALE MABRY  
TO BUFFALO AVENUE, AT STADIUM.)

PROGRAM . . . . . TOM ECONOMOU AND THE "TROPICAL  
FRUIT FIESTA". This is your oppor-  
tunity to see and taste a large number  
of unusual varieties of tropical fruits.

## NEW MEMBERS:

Earl & Glenda Adams  
2575 Tuscaloosa Trail  
Maitland FL 33751  
628-3638

Jack & Judy Carr III  
4411 Willowrun Lane  
Tampa FL 33674  
961-5409

Charles Edwards  
1540 N. Franklin St.  
Tampa FL 33601  
224-0228

Bill & Paula Gilmore  
5110 St. Joe Rd.  
Dade City FL 33525  
904-567-2200

Selma & Fred Lado  
3325 Bayshore Blvd #F-24  
Tampa FL 33629

Albert P. Lima  
17912 Pepper Tree Lane  
Lutz FL 33549  
228-8539

Robert C. Hess  
1025 1st Ave N.  
St. Petersburg FL 33705  
894-6567

Shawn Nirmul  
526 Oakfield Dr.  
Brandon FL 33511  
689-5676

Charles & Mildred Schultz, Jr.  
2225 Lawton Dr.  
Clearwater FL 33546  
531-5678

Chris & Sharon Scourtes  
3801 Windtree Ct.  
Brandon FL 33511  
685-9459

Edward & Sharon Sweeting  
5816 Rose Lane  
Tampa FL 33619  
689-4676

TREE SALE MEDIA COVERAGE

We received great media coverage of our tree sale this year, not as much as we would have liked, but more than in some previous years.

On September 28 at 10:00 a.m., Bob Heath was the guest of Stan DeFreitas on the WEDU Mr. Greenthumb series. On this thirty minute show they discussed some rare and not so rare fruit which will grow in central Florida. Bob Heath had sixteen different fruit and four fruit trees for "Show and Tell", among which were atemoya, tomatilla, jelly palm fruit, Solanum Nigrum and figs. In addition Stan spent some time plugging our tree sale and discussing the RFCI in general.

On October 17, during the channel 13 12:00 news, Harold Seekins was interviewed by Jack Harris concerning the tree sale. Their discussion was thorough and enlightening. It was made interesting by a discussion of several different fruit and particularly of interest to us because Harold Seekins was able to really plug our great annual event.

On October 19, Bruce Beasor was guest on Stan Defreitas' 8:00 a.m. radio talk show. They received a variety of call-in questions and were able to mention our tree sale several times. They discussed several of the fruit trees which we would have for sale on Sunday. In general they gave our sale a great boost.

In the Tribune on October 20, our sale was covered by an article with nice pictures of over half a page in the garden section. The article was written by Tribune staff writer Jean Nathan and gave a good presentation of our sale as well as our organization and our objectives. The article certainly helped a lot toward making this our biggest sale yet.

FLORIDA NATIVE FRUITING TREES    No. 3

CHICKASAW PLUM    *Prunus angustifolia*

Member Rose Family (Rosaceae).

Native American plum of southern United States, growing 15 to 20 feet in height, with slender trunks, five to eight inches thick, and covered with smooth, blackish-brown bark sometimes having many fine crisscrossing furrows.

Leaves alternate, shiny bright green, about two inches (2") long, one inch (1") wide at center, pointed tip with rounding wedge-shaped base.



Flowers borne in early spring before leaves appear, about one-third of an inch wide, chalky-white, in small clusters on slender stem, with bright reddish-yellow round fruit about one inch (1") thick, maturing in early summer. Large, solitary seed, encased in tart, juicy, yellow pulp.

Usually found in hammocks and ranges south to central Florida.

# A MESSAGE FROM THE PRESIDENT

FANTASTIC!!! That describes what was probably our best sale yet, judging by the numbers of people attending (well over 1000) and sparsity of leftover plants (a small percentage of the initial inventory). I would like to thank all of you who helped make this sale possible. Without your participation prior to, throughout, and after the sale, there could not have been a sixth annual sale. I hope you enjoyed participating as much as I did. It was a pleasure working with you.

48 people, including 10 couples (i.e., 38 of our membership) worked for at least 1/2 day on Saturday and/or Sunday, the weekend of the sale, and/or donated a large number of plants for the sale. These people received a 25% discount on plant purchases made prior to or during the sale, and a 50% discount on plants purchased at the end of the sale. These people are:

|                          |                         |
|--------------------------|-------------------------|
| Earl & Glenda Adams      | Glen Myrie              |
| Bruce & Alice Beasor     | Ruth McClure            |
| John Bell                | Pearl Nelson            |
| Maya Byvoet              | Gloria Obiena           |
| Aubrey & Betty Dickson   | Bobbie Puls             |
| Gus & Eleanor Fleischman | Al Roberts              |
| Tom & Rosie Goldsworthy  | Paul Rubenstein         |
| Celso Gomez-Sanchez      | Bill Ryland             |
| Albert Greenberg         | Louise Schmidt          |
| Bob & Terry Heath        | Harold & Bea Seekins    |
| Al Hendry                | Lloyd & Lottice Shipley |
| Herb Hill                | Harry & Carole Snyder   |
| Harry Klaus              | Arnold & Lillian Stark  |
| Doris Lee                | Fran Stevens            |
| Bill & Nancy Lester      | Will Unruh              |
| Vincent Magaway          | Roma Vaccaro            |
| Bob Mayko                | John Victor             |
| Armando & Felicia Mendez | Walter Vines            |
| George Merrill           | Bill & Louise Yedkois   |

Again, much thanks to all of you. Special thanks go to: Paul & Irene Rubenstein for making arrangements with plant suppliers and the Florida State Fair Authority; Betty Dickson, Roma Vaccaro, Paul Rubenstein & Will Unruh for publicity; John Bell, Tom Goldsworthy and Bob Heath for shopping cart acquisition and storage; Alice Beasor and Roma Vaccaro for initial and final plant inventories; Lillian Stark for sales floor set-up and checker organization; Aubrey Dickson for cashier organization; Tom Goldsworthy for traffic control and arranging our hiring of young workers; Bea Seekins and Eleanor Fleischman for preparing and serving Saturday's delicious lunch; Betty Dickson for handling our membership drive (the sale gained us 11 new members); Doris Lee for organizing book sales; and Earl and Glenda Adams for their assistance even before becoming members. I also wish to thank authors Louis Maxwell and Stan DeFreitas for their participation.

Thanks to our suppliers, we had a wide variety of beautiful trees for sale this year. For the first time, we had a large selection of great-looking, commercially grown herbs, which sold very well. We look forward to working with all these suppliers again next year.

Overall, we had a great sale. It did, however, have its gloomy side. Although many people participated, worked very hard, and cooperated in producing a highly successful sale, this number of people represents a disappointing 28% of our membership, a very poor turnout for our major annual activity. Even some of our members who were most active in the past were absent this year. This has me quite concerned. I am open to suggestions as to what we can do to increase member participation, not only for the sale, but throughout the year, for all our activities. I, and the Board, will take these suggestions under consideration, and will respond to them.

During the sale, two of our active members approached and informed me of what had been communicated to them by some members reluctant to participate. These complaints concerned our discount policy for working members during the tree sale. Apparently, some members feel that if a husband and wife each work 1/2 day, they should receive a 50% discount on their tree purchases. Such a discount would be impossible to provide, for a number of reasons. First of all, 50% of the selling price represents the cost of the tree, the money paid to the grower. The additional 50% does not represent profit, for there is considerable overhead! Second, a husband and wife share a single membership, paying the same dues as an individual membership (and most of this dues provides you with this newsletter). Third, a logical extension of this reasoning is that those of us who work for more than a single half day (and this includes a good number of husbands and wives) should get an even greater discount of 75% or even 100%. If we work for two whole days, or even longer (and many people do!), should we then get all of our trees free! Since the grower must still be paid (not to mention everyone else), this means that the general membership would have to pay for these trees, and dues would obviously have to be raised considerably. And what about people who work hard for our club throughout the year? Shouldn't they then also be rewarded in some material fashion? Those of us who are active participants in our Chapter do whatever we do on a voluntary basis, not for remuneration. However, we gain far more than a few discounted trees for our efforts: friendship, knowledge, satisfaction, just to give a partial list. Try it, you'll like it!

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#### RECIPE OF THE MONTH

Take 48 active members, including 15 supercharged leaders and organizers. Add 5 helpings of large plant suppliers. Sprinkle generously with small plant suppliers. Garnish attractively with tons of beautiful plants. Marinate with perspiration for 8 or 9 hours and allow to rest overnight. Stir combined ingredients to reactivate. Add 1 dozen youthful helpers, 2 pinches of published authors, and over 1000 enthusiastic customers. Allow to interact for 4 hours. This concoction produces 1 successful annual plant sale.

\* \* \* \*

#### NOTES:

Priscilla Lachut is prepared for next meeting's hospitality table with paper goods and drinks, but requests that several people bring in food. How about preparing some goodies to tickle our taste buds?

Stan Lachut would like to know if anyone can suggest a cause for the failure of his Passiflora edulis (passion fruit) blossoms to open all the way. They only open half way, in spite of the vine's vigorous growth. Someone has suggested that it may be due to excessive rainfall (I presume causing "wet feet"). Any ideas?

\* \* \* \*

Why was the grape attracted to the banana?

Because it had a-peel.

\* \* \* \*

Why was the peach blushing?

Because it saw the banana peel.

\* \* \* \*



FRUIT TREES FOR CENTRAL FLORIDA

by Bob Heath

Fourth in a series of articles on fruit trees especially suited to cultivation in central Florida.

CHERRY OF THE RIO GRANDE (*Eugenia aggregata*)

Cherry of the Rio Grande is a member of the important and widespread myrtle family which includes many of the spices, such as clove, cinnamon, allspice and nutmeg, such ornamentals as melaleuca, callistemon and metrosideros and many fruiting plants such as the guavas, the pitanga, pitomba, grumichama, feijoa, jaboticaba, Java plum, rose apple, downy myrtle and others.

Cherry of the Rio Grande is native to Brazil but is much more cold hardy than all of the above mentioned fruit trees, with the exception of the feijoa. My tree went through the last two winters with minor leaf damage. Maxwell indicates minor twig damage at 20°F.

Cherry of the Rio Grande makes a very attractive small evergreen with a compact upright growth reaching 15 feet. The leaves are opposite, dark green and glossy, 2-1/2" long and 1" wide. The bark is smooth and tends to peel like a guava. Small white blossoms with a conspicuous tuft of long stamens appear in the spring along the branches. The flowers are soon followed by red to purple cherry like fruit about 1" long with persistent calyx. It is juicy, sweet, subacid with a thin skin and small seed. It is a good dessert fruit and is usually eaten fresh, but may be made into an excellent jelly or jam.

The trees are usually propagated from seed as they layer and graft with great difficulty, but take about ten years to bear from seed. Dieback seems to be a problem but growth on a rich, slightly acid, well drained soil with an abundance of water will probably keep dieback to a minimum. The tree should be grown in full sun for best results and should be mulched and fertilized in the spring, summer and fall. Its major pest is the Caribbean fruit fly, which has been absent in my area the last couple of years because of our freezing weather.

\* \* \* \*

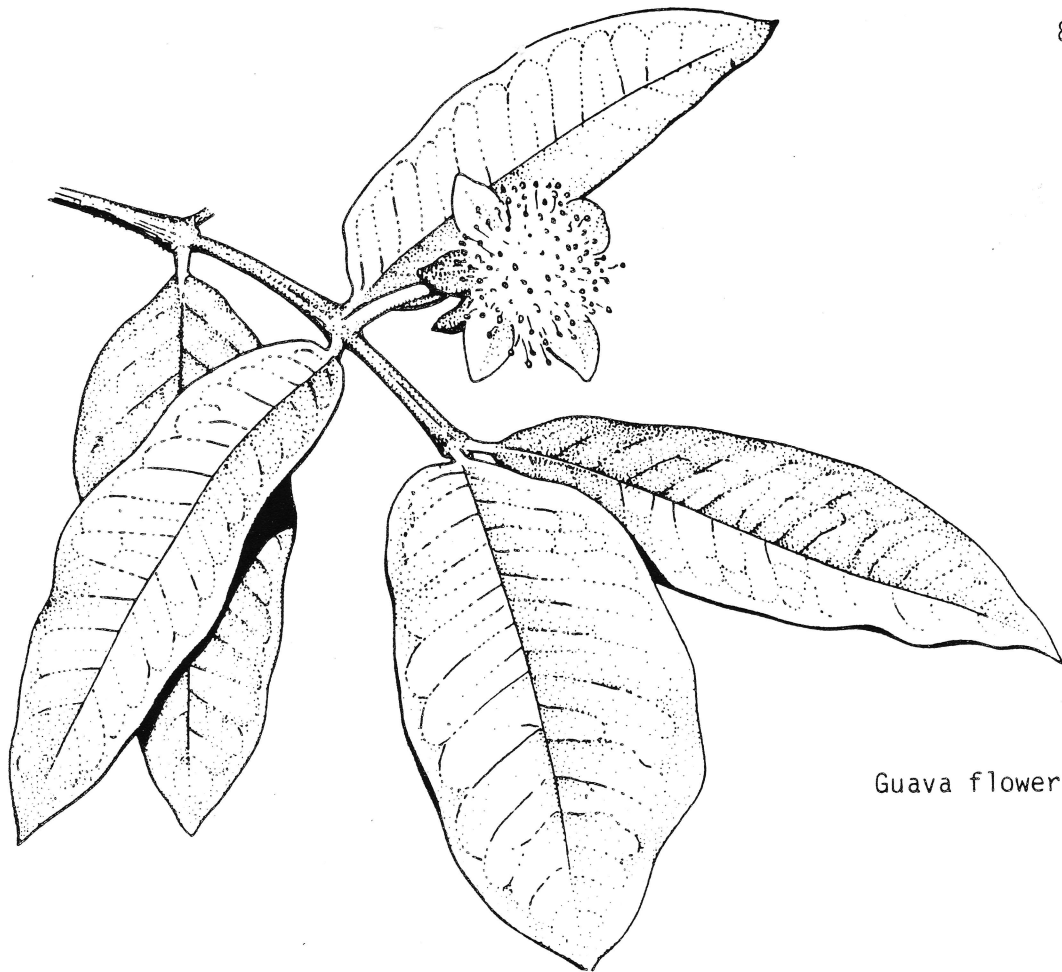
LET'S HAVE A CONTEST

To spice up our newsletter we need some new fruity or nutty jokes. You have indicated you enjoy the little puns we have sprinkled through recent issues. But we have exhausted our resources.

Now we need to call on you, our readers, to help us. So we have decided on a contest. Think up something about fruit, nuts or vegetables, a pun or a riddle, and give us a call. The winner of our contest will receive, what else, a fruit tree.

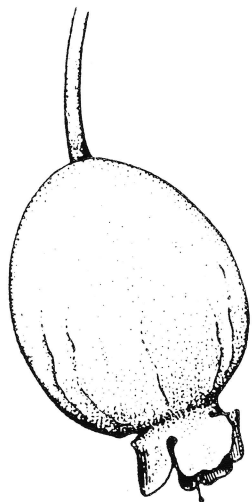
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A  
big  
seller  
at  
the  
Tree  
Sale  
!



Guava flower

Tampa Bay Chapter  
Rare Fruit Council International, Inc.  
P O Box 260363  
Tampa FL 33685



Guava fruit

P. JUDSON NEWCOMBE  
314 DEER PARK AVE.  
TEMPLE TERRACE, FL 33617