




2021/22

John T. Lesley


Award of Excellence

John T. Lesley Award



- First presented to John T. Lesley in 1981
 - As a special tribute to Mr. Lesley – the award was named in his honor
 - It is presented in recognition of an individual for outstanding leadership and service on behalf of the Florida fresh citrus industry
- 

John T. Lesley Award



**“Where it all
started”**



**Born in Winter Haven
1958**

Shown here at age 4





Trying to peddle
fruit at preschool



A little Dad time



Early Tractor
Training.

You're never too
young.

**Handsome devil
in High School
sporting a hair
helmet**



The Citrus Industry's Great Communicator.

He published a reflection of the 89 Freeze – from two unique perspectives.

When times present circumstances hard to understand and reconcile, he can somehow capture the moment in poetry.

If you have not read this – its time well spent. Beautiful reflection.

POEM

A new beginning

By Quentin Roe

Editor's note: The citrus freeze of Christmas 1989 and the birth of his son inspired citrus grower Quentin Roe to write this poem.

A time and land so long ago,
Our Christmas came without a snow.
Yet it was cold with chilling wind,
Against its force none could defend.

Its strength came from the arctic night,
And from first breeze we knew its might.
Siberia and Iceland, too,
Know this kind of freezing blue.

The lack of heat and energy,
The power source that ceased to be.
Ah ... yet my story's way ahead
I'll pick up with a warmer thread.

A bright blue morning, early June,
Our youngest son born much too soon.
His little lungs required help,
But he endured without a yelp.

The preemie nurses cried with glee,
When his time came to be free.
They pulled the tubes and wires out,
Although his lungs were still in doubt.

They warned us of the RSV,
And yet he caught it easily.
All Children's was our only hope,
With God's good grace we learned to cope.

Our little babe began to grow,
As fall arrived with leaves aglow.
Yes, life was good and business, too.
Our world seemed a perfect blue.

We thought we knew our lessons through,
And yet we left out one or two.
Did we forget to look around?
Or hear the hoof beats bearing down?

As Christmas Eve came into sight,
Our lives became complete with fright.
Was this a nightmare from which to wake?
No this was real, and made us quake.

This was the freeze of eighty-nine,
With no electric from the line.
The groves were freezing all around.
The winds, they bore a killing sound.

The temperature just kept coming down,
Twenty-five, twenty, then teens abound.
And as our dreams began to fail,
Our house began to moan and wail.

The temperature just kept on falling.
My wife and son just kept on calling.
"Bring firewood to keep us warm."
In Iceland this might be the norm.

But in this state, who could recall,
The pipes were freezing in the wall!
So there she sat in front of fire,
Rocking babe with life's desire.

To save a life that was so frail,
So desperate that we could not fail.
And yet as night became the dawn,
We resolved to carry on.

We grew in spirit as ne'r before,
And found in life an open door.
Out of the cold there grew a flame,
That leads our life with truest aim.

May we learn from lessons past.
May God's teachings always last.
For in man's time, He is the light.
Lest we forget, the day turns night. 🍊



He has found that
poetry can deliver
an inspiring but
hard message
more effectively.

POEM

The Florida citrus industry

By Quentin Roe

Decades ago with blossoms sweet,
The fruit was moved with horses' feet.
Life was simple, yet quite hard.
Fresh fruit was the market card.

There was no juice or fresh divide,
Except once fruit reached tableside.
Then the juice plants came to stay.
Juice in cans first paved the way.

The flavor was just rank at best,
But convenience passed the marketing test.
The industry slowly grew and spread,
Amid freezes, droughts and wars of dread.

Then came the break to start a boom;
Concentrate came in the room!
Big C and taste for year around;
The frozen little cans abound.

3 to 1, just add and stir.
The speed of growth was just a blur.
The groves expanded far and wide,
And fresh fruit was just pushed aside.

For concentrate was truly king;
It made the grower's pockets ring.
But soon production passed demand.
The call for marketing crossed the land.

The DOC was called to be,
To center up the industry.
Funded by the grower's land,
Their mission was to build demand.

Anita Bryant and vitamin C,
Soon followed with the Sunshine Tree.
In '62 the bubble burst;
Mother Nature threw her worst.

Demand was great, but no supply;
Prices went right through the sky.
The answer was to plant Brazil
With citrus that would never chill.

And Florida moved its groves all south,
Away from winter's freezing mouth.
So plant and prune the growers did,
And soon the market took a skid.

The fresh fruit market plodded on,
Bursts of glory come and gone.
A little up, a little down,
Supply controlled the market sound.

Then bursting forth from good old Trop,
Came a wave that would not stop.
The bubble once again would rise,
And NFC would be the cry.

Consumers could not get enough;
The industry was soon getting buff.
The DOC had focus then;
They pushed the Florida brand to win.

They kicked Brazil and got the tree
On labels for ol' Mom to see.
Then pushed for space in every store,
And told retailers "Sell some more!"

For leadership we had the best
To guide us through each trying test.
Herndon, Griffin, Parrish, Roe,
Davis, Huff, Santangelo.

So many more, it's hard to call.
Our leadership was standing tall!
Of late again are troubled times.
Demand is off; supply, it climbs.

And so we stand against a wall.
Should we fight or should we fall?
Our rally call should once again
Be "Florida juice, we fight to win!"

Instead we fight among ourselves,
While Brazil puts their juice on the shelves.
But let's not let the story end,
For growing is my life, my friend.

I beg you all to see this through.
We need a vision tried and true.
Strong marketing from DOC,
Don't look to Trop and Coke for free.

Their focus is on bottom line,
Theirs, not yours, and that's just fine.
The Florida brand is yours alone,
This is your profit cornerstone.

For we can't wait another day.
The market's there to make our play.
Act strong and swift with just resolve,
That we may see new strength evolve.

Find marketers with vision pure
To make brand Florida more secure.
Retake the shelf we lost so fast.
Regain the sale and make it last.

We dream for all that soon one day
We'll look back on this time and say,
Our leadership was right and true.
They saved our Florida brand for you.


The groves we've toiled in so long
Will keep producing, going strong.
Our children will get out of school
And think this living's really cool!

And they will grow to lead the way
As leaders did from yesterday.



Quentin Roe is president of W.G. Roe & Sons in Winter Haven, Florida.

John T. Lesley Award



**“His Greatest
Asset”**





Young family
living in the
grove.


A way of life
worth preserving

John T. Lesley Award

“Family”

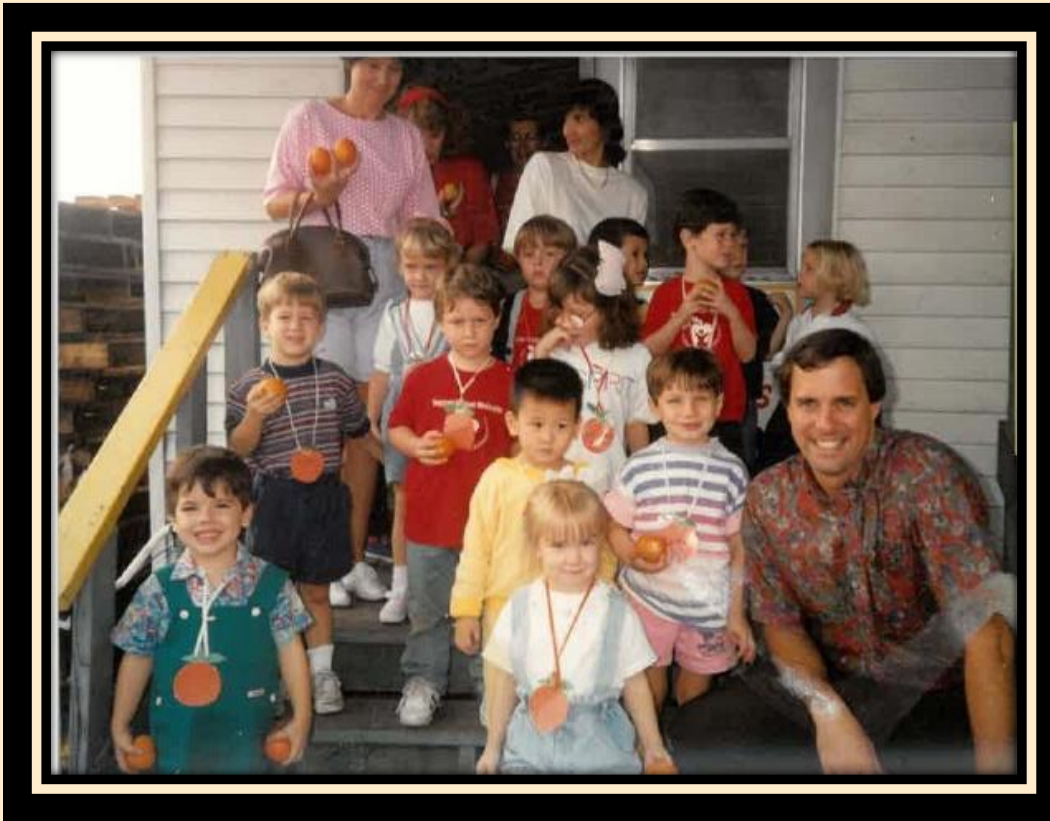


John T. Lesley Award



“Professional Life”





Investing in the
Future

Packinghouse tour
with future farmers

Grapefruit Packinghouse Tour

Always
promote and
educate



**Visit to
Mexico in
the 1990's
to visit
growers**

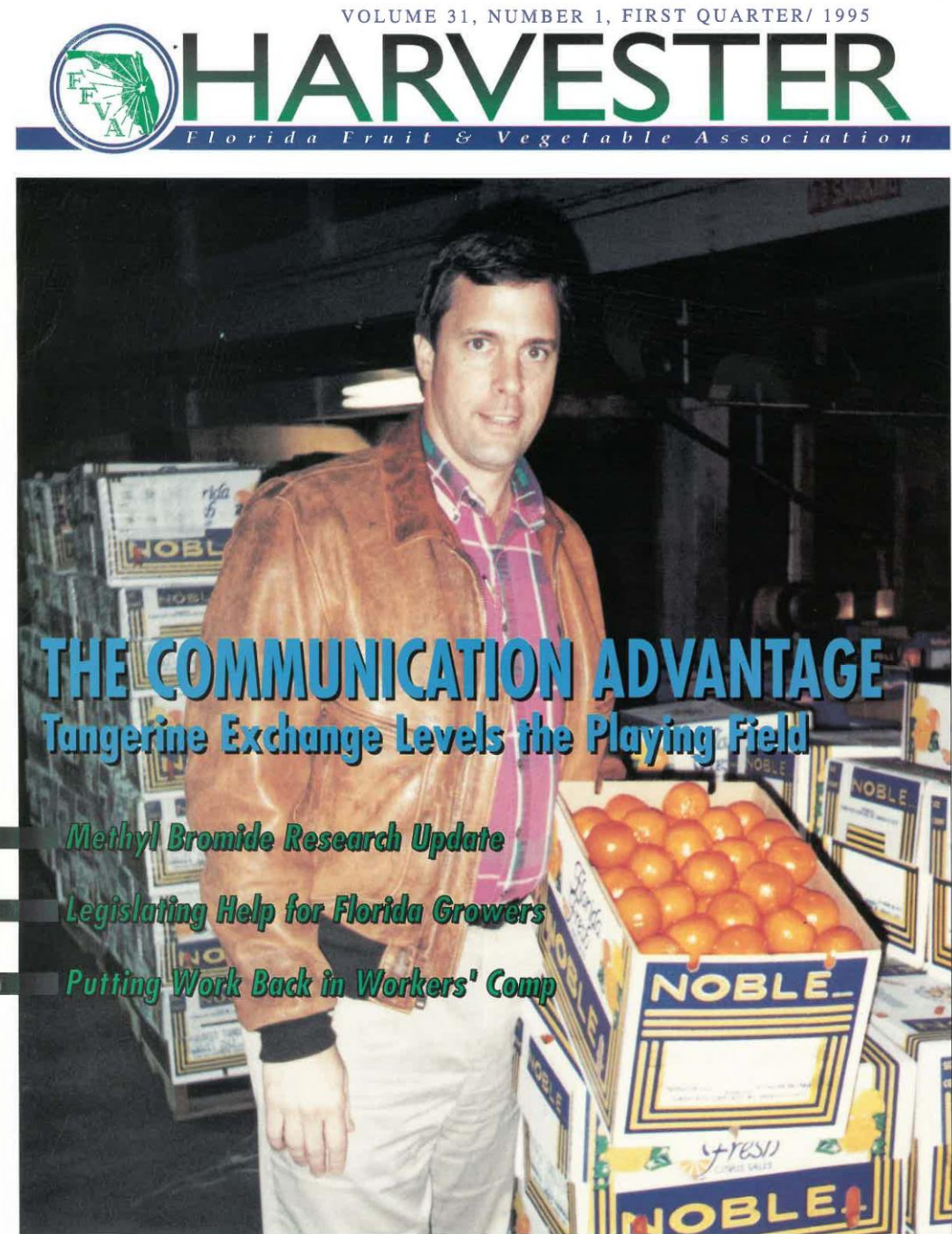




Compete and
represent

One of many
awards at
The
Florida Citrus
Festival

Leading
through
innovative
organizational
structures
to
stabilize
markets



Recognized for packaging innovations

THINKING OUTSIDE THE BOX

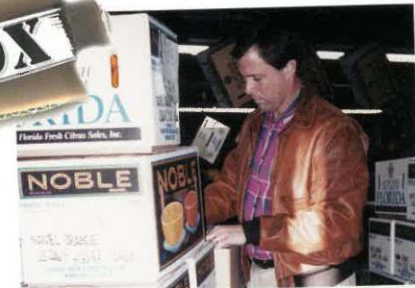
Packaging For Consumer Acceptance
By Samara Bay

More than 250 new fruit and vegetable products will be introduced to retailers and shoppers this year. These new products will come boxed, clammed, bagged, or by the bushel and they'll all be packaged to capture the consumer's attention. Growers and shippers are discovering that what's on the outside of the box can be as important as what is on the inside. It's all about thinking outside the box — both figuratively and literally — when it comes to packaging your products.

Food For Thought...

During the late 1980's, FFVA Member WM G. Roe & Sons watched as Clemetines shipped to the U.S. from Spain began putting the squeeze on their tangerine market share. Their product was as good if not better than the imported tangerines, but for some reason they weren't getting their share of consumer attention and consumer trial. If the products were the same, then what was the difference? The difference was in how the products were perceived at the consumer level. Simply put, how the tangerines were packaged.

To regain their strength in the market, WM G. Roe & Sons had to re-evaluate their packaging and their customer's expectations.



"There's no magic formula — just common sense and hard work," Quentin Roe, VP of Sales and Marketing WM G. Roe & Sons, Inc., Winter Haven, Florida.

"The hard part was finding a solution that would allow us to develop and design an effective and efficient way of getting our product to market. After studying the marketplace and studying our consumer, we came up with a system that allowed us to redesign our packaging to make it more user friendly," said Quentin Roe, V.P. of Sales and Marketing for WM G. Roe & Sons. "What we ended up with was a packaging system that was completely new, unique, and very retailer and consumer friendly."

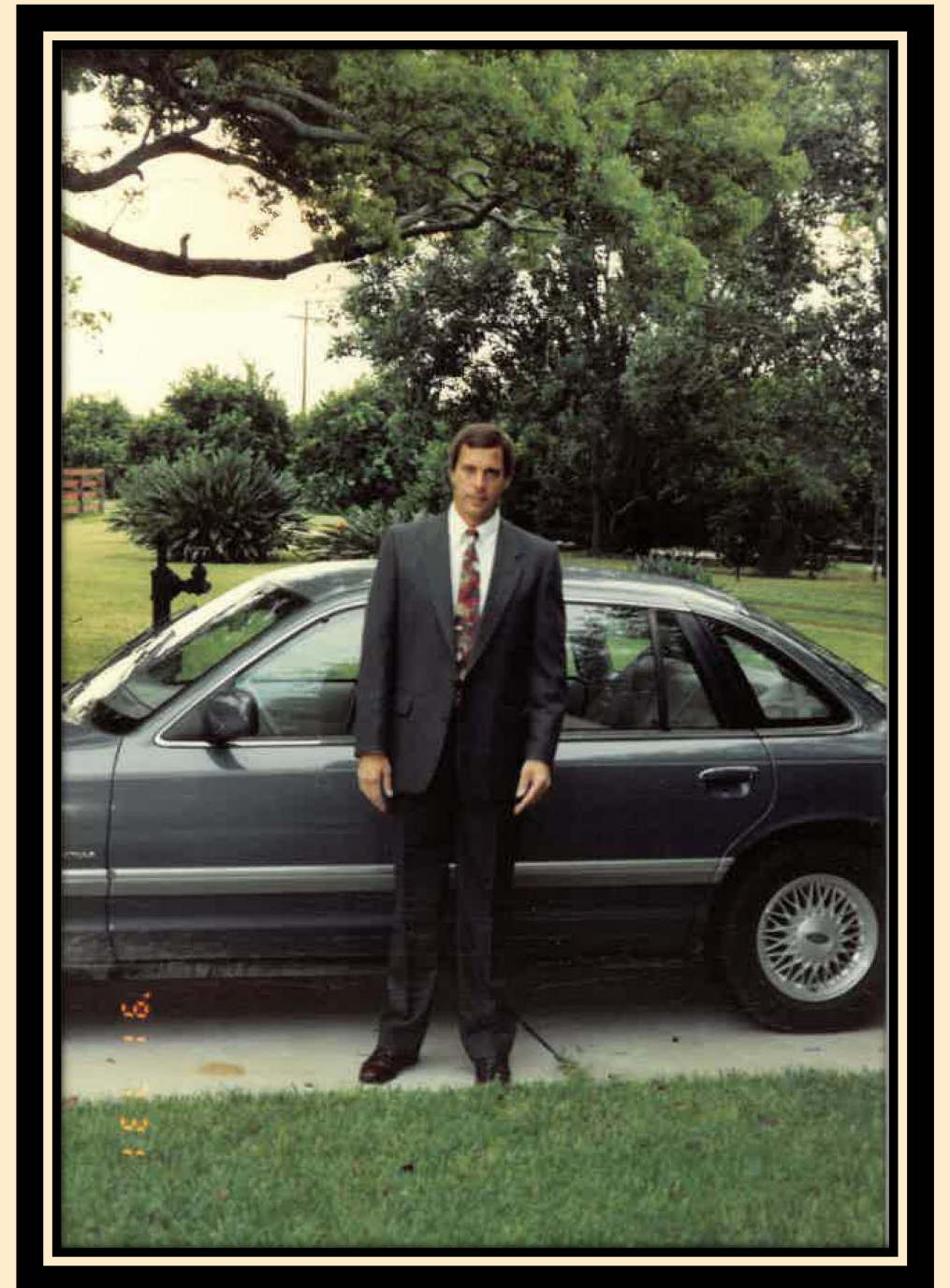
What makes Roe's palletized consumer packaging a real winner is its simplicity. Once the unit is packed and palletized at the packaging facility, the retailer can put the entire pallet on the floor. Then the consumer simply pulls from the pallet and places the package into their cart. Roe's palletized consumer packaging also provides a host of other benefits, including:

1. Labor savings for the retailer — he never has to handle the pallet unless he chooses to do so...
2. Less loss to retailer — the produce is not handled and re-handled...
3. Safer for the fruit — the fruit is packaged in a small container that provides a cushion between it and the other containers...
4. Premium grade fruit — the consumer gets a much more consistent product...
5. An open mesh top so the consumer can see what they are purchasing...
6. Thoughtful sizing — the package fits neatly into a refrigerator, and...
7. The packaging is recyclable.

Make First Impressions Count

To make your packaging stand out and increase your chances of success in the marketplace, you have to understand your customer (retailer) and his customer the shopper. Finding this information can seem like a daunting task, however, there are plenty of places

Shiny new
Citrus
Commissioner
1991



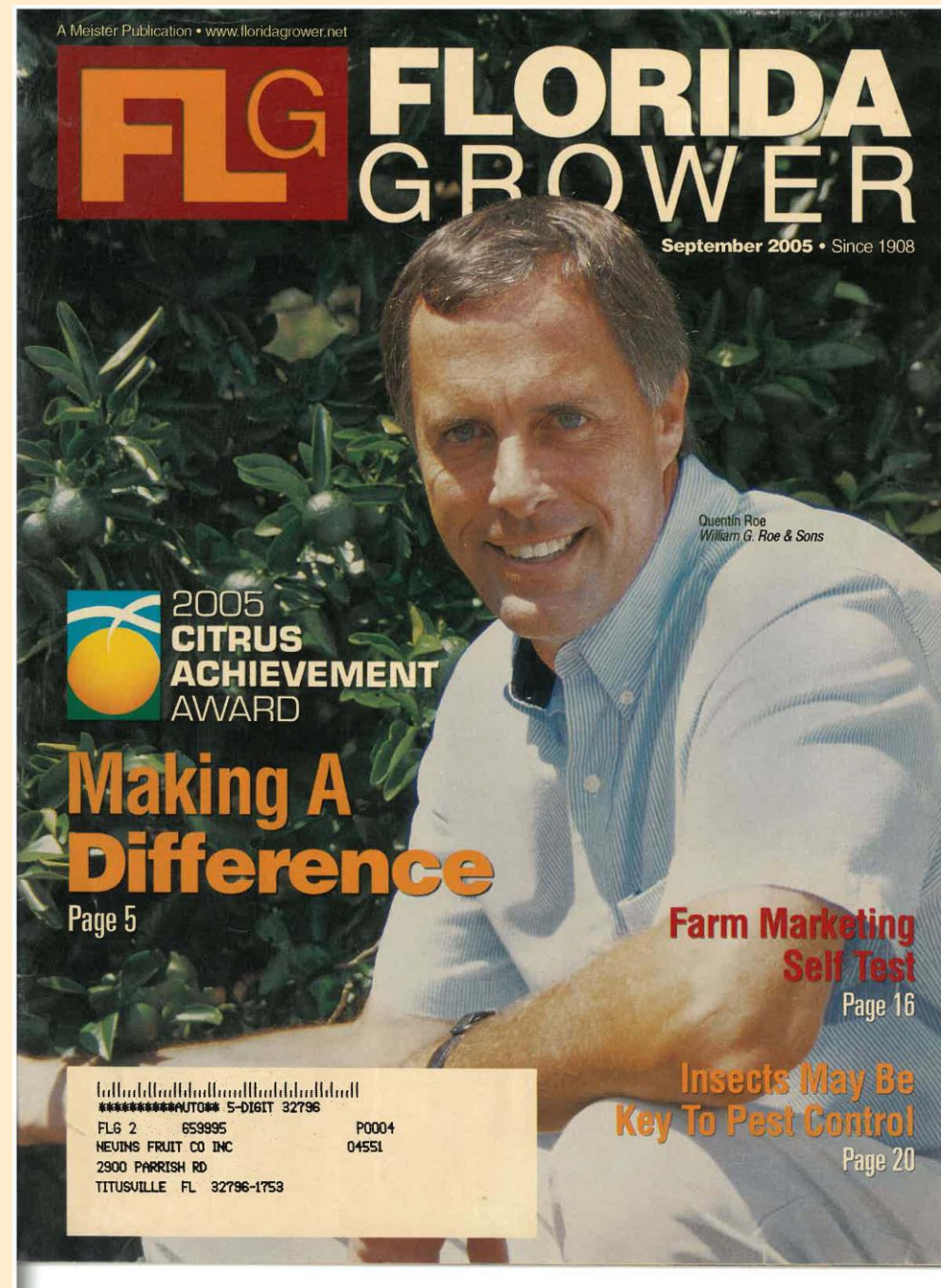
Quentin Represented Fresh Fruit Interests on the Commission

He was so critical to the well-being of the fresh segment, he was the only one authorized to wear a blue suit.



Recognized by
Peers

Citrus
Achievement
Award Winner



John T. Lesley Award

To Quentin
“Fresh” is the Franchise

The “Tangerine” is
Florida’s Marketplace
Identity



Pride in the
Product
is
Never in doubt



Always ready
to recognize
those who
support Florida
citrus

concerns

By Coral Beach
Staff Writer

One Whole Foods Market in Seattle is recalling fresh-cut organic kale that was chopped in-house because of possible listeria monocytogenes contamination. No illnesses have been reported.

The kale is in plastic containers with packed-on dates of Sept. 15-20. The company issued the recall Sept. 24.

The item has been pulled from store shelves, but the sell-by dates are through Sept. 27, so the retailer issued a recall and is warning consumers to not eat any fresh-cut organic kale from the store in Seattle's Roosevelt Square, 1026 N.E. 64th St., that was packed on the dates in question.

Libba Letton, a media relations specialist for Whole Foods, said the possible contamination was found during a routine sampling by the state's agriculture department.

"The Washington State Department of Agriculture did random sampling on a variety of our products that day, and this (the fresh-cut organic kale) was the only positive," Letton said Sept. 25.

Whole Foods is not conducting any of its own independent

or 24-hour gold. The center has concerns and plans to drive sales during a normally slow period, says Dennis Christou, vice president of North American marketing.

bles, Fla., also play contest, ac



Doug Ohlemeier

Ahold USA Inc.'s Paul Francis (from left), senior procurement manager of produce, and Chris Keetch, category manager for fruit, accept the Florida Fruit & Vegetable Association's Merchandiser of the Year award from Quentin Roe, president of Noble World Wide, Winter Haven, Fla., on Sept. 24 at the association's annual convention.

FFVA honors Ahold USA Inc. as Merchandiser of the Year

By Doug Ohlemeier
Eastern Editor



Watch a video of this story at thepacker.com/video.

lowing the chain to "create additional value propositions while filling opportunity gaps in the market-

AMELIA ISLAND, Fla. (Packer) - The partnership

Through the Highs and Lows

Quentin Roe has prevailed and innovated

He has demonstrated leadership in:

Packaging

Merchandising and Marketing

Industry Communications


Product Development

Value add channels

Variety Development and Commercialization

THE LEDGER | WWW.THELEDGER.COM Sunday, February 2, 2020 A9

FOR THE RECORD



Quentin Roe, 3rd generation to run his family's citrus business. He says greening has "ripped the heart out of this industry." [THOMAS R. OLDT]

Roe has seen the best and worst of citrus

farming citrus in a challenging environment.

Q. How did this business get started?

A. Our grandfather, Wil-

with tangerines to sell when nobody else has them. It was way too easy, and I learned some interesting lessons about short supply and what the market would bear. And I got to eat those learnings

A. It took four or five years figuring out some methodology that allowed us to grow these young trees with a high percentage of fruit being typical. We had

the holiday that this community nationwide has ever seen. Right now, half of our volume goes to Asian markets through distributors.

Q. How many fam-

Announcing the
Arrival of
Juicy Crunch

Pure Joy

A Long Time
Coming

January 29, 2020

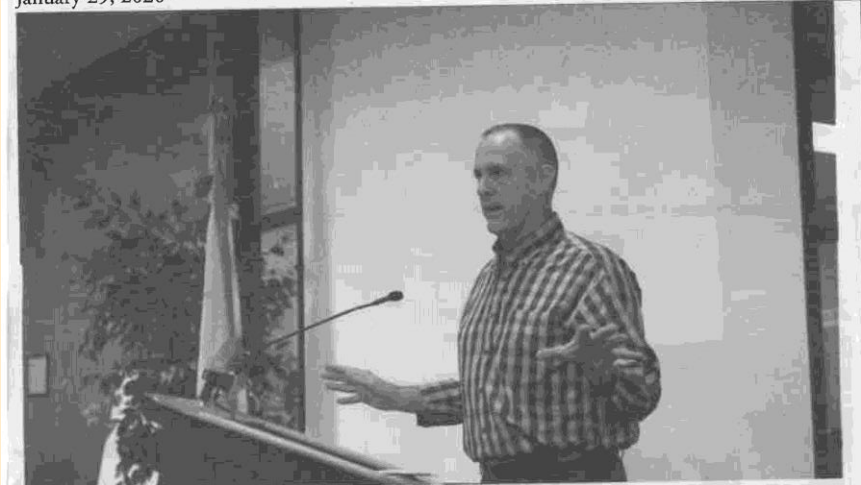


PHOTO BY CHARLES A. BAKER III
Noble Citrus President Quentin Roe introduced the Juicy Crunch tangerine at a Winter Haven City Commission meeting Jan. 13.

Noble Citrus shares 'Juicy Crunch' tangerine with Winter Haven City Commission

By CHARLES A. BAKER III
Staff Writer

WINTER HAVEN – At a Winter Haven City Commission meeting Jan. 13, recently retired Six/Ten Chief Financial Officer Hap Hazlewood praised the city commission for a variety of decisions that he believes will lead the City of Winter Haven into the future.

These decisions included the \$25 million investment in the AdventHealth Fieldhouse, the recent sale of city-owned

“We got lucky and have a few superstars that came from our program,” Roe said. “Tonight I would like to introduce one of those superstars called Juicy Crunch. I believe you will agree that this is the best tangerine you have ever eaten. I would suggest it will be the best tangerine you will ever eat.”

Next spring, there will be 1,500 acres of Juicy Crunch tangerine trees growing around Polk County and the Noble Citrus packing house in Winter Haven may expand when those trees start bearing

John T. Lesley Award



When Leadership is Required, Quentin has stepped-up:

- Former president of Florida Citrus Packers
 - Longtime board and Executive Committee Member of FFVA
 - Founding board member of New Varieties Development & Management Corp. and past Chairman of the Board
 - Served for decades on the Citrus Administrative Committee
 - Actively engaged in PMA and United Fresh – now IFPA
 - Served on every fresh fruit organization and committee known to mankind
- 

John T. Lesley Award

Quentin J. Roe

**2021/22 Winner of the
John T. Lesley Award**

