

# **Fritz Roka, Ph.D.**

**Expert in agriculture economics at Florida Gulf Coast University**

Fort Myers, FL, US

Fritz Roka specializes in the study and research of Florida agribusiness.

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## **Biography**

Fritz Roka is the director of Florida Gulf Coast University's Center of Agribusiness. Roka's work with the center includes enhancing the public's awareness of agribusiness and its importance to Southwest Florida's economy. Prior to joining FGCU in August 2018, Fritz was an associate professor of agricultural economics at the University of Florida's Southwest Florida Research and Education Center - Immokalee. His extension and research interests include farm management issues and management of agricultural labor. From 2010 to 2017, Fritz and his team designed and implemented a training program for Florida Farm Labor Supervisors.

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## **Areas of Expertise**

Farm Management, Farm Labor, Citrus Business, Florida Agribusiness, Agricultural Economic Impact, Ecological Value of Agriculture

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## **Affiliations**

Agricultural & Applied Economics Association (AAEA) : Member, Southern Agricultural Economics Association (SAEA) : Member, International Farm Management Association (IFMA) : Member, Florida State Horticultural Association : Member, Redlands Christian Migrant Association (RCMA) : Advisory Committee Member, IHN Roska Citrus LLC. : President

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## **Selected Event Appearances**

**Economic Impact of Agriculture in Southwest Florida**  
Leadership Collier Class

### **Speaker in the Business Section**

Southeast Regional Fruit & Vegetable Conference

### **Farm Labor Management in Southwest Florida ? Challenges and Opportunities**

21 st Congress of the International Farm Management Association

### **Costs and Benefits of Foliar Nutritional Amendments ? Evidence From a 5-year Trial**

International Research Conference on Huanglongbing

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## **Education**

**North Carolina State University**  
Ph.D. Economics

**University of Maryland**  
M.S. Agricultural Economics

**University of Maryland**  
B.S. Agricultural Economics

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