

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
Wednesday, October 2, 2019

The regular meeting of the Outreach Subcommittee was called to order at 1:33 p.m. on October 2, 2019 in Visalia, California.

Committee Members Present:

Aaron Dillon*	Mark McBroom	Sylvie Robillard
Beth Grafton-Cardwell		

Committee Members Absent:

Kevin Severns

Interested Parties:

Price Adams	Victoria Hornbaker	Cressida Silvers*
Bob Atkins	Sara Khalid	Tamra Tollison
Franco Bernardi	Jessica Leslie*	William Wepsela*
Teri Blaser*	Marcy Martin	Helene Wright
Holly Deniston-Sheets	Dr. Neil McRoberts	Judy Zaninovich*
Carolina Evangelo	Tracy Moehnke	Sandra Zwaal*
Sara Garcia-Figuera	Jason Schwartze*	
Craig Hanes	Alexis Silveira	

***Participated via Webinar**

Opening Remarks

Mark McBroom called the meeting to order at 1:31 pm. Mark welcomed the Subcommittee, staff, and members of the public participating in person and online.

USDA Update

William Wepsela reported that the United States Department of Agriculture (USDA) is remodeling their citrus website and creating content for the website. They are working on producing a video regarding citrus issues and are hoping to possibly film in California and Florida. USDA is also working on producing materials regarding biocontrol activities.

Outreach Budget Review

Sara Khalid reported on the Outreach budget and expenditures for Grower Liaisons and Nuffer Smith Tucker (NST) for Fiscal Year (FY) 2018 and 2019. She explained that for FY 2018 between the time period of January 2018 to December 2018, the numbers have remained unchanged since reporting at the last outreach meeting for the grower liaison's budget. From January 2019 to December 2019, the total spent for the grower liaisons

was \$6,440.00, with \$39,930.00 remaining. From March 2019 to February 2020, \$37,663.00 has been spent with \$15,537.00 remaining. From July 2019 to June 2020 through August of 2019, \$55,759.40 has been spent with \$673,240.60 remaining.

For NST's budget up to July 2019, \$728,138.63 was spent with \$247,711.37 remaining. The numbers for October 2017 to September 2018 have remained unchanged since reporting at the last outreach meeting.

It was asked why there was over \$700,000 remaining for the Grower Liaison budget, and it was answered that overall, there has been a decrease of Asian citrus psyllid (ACP) work, which accounts for most unspent funds.

Discussion on Outreach Objectives

The Subcommittee tabled the discussion on outreach objectives until the next meeting.

Update on Strategy 5-Outreach and Collaboration

CPDPP Outreach Update

Residential Outreach Activities

Tracy Moehnke reported that NST has partnered with a sub-contractor that specializes in telephone research. They will be conducting 400 telephone interviews with residents that have citrus trees in the Huanglongbing (HLB) quarantine area in Southern California. They will be inquiring about their awareness and would like to gain a better understanding of what the residents' motivating factors and what actions they are most likely to take to protect their trees.

Industry Outreach Activities

Tracy Moehnke commented that there will be ongoing "Train-the-trainer" workshops for field crew and H-2A workers. This training is intended to inform on best management practices in the field in order to prevent the spread of Asian citrus psyllid (ACP) between sites. There will also be outreach to farm bureaus, pest control districts, and other industry meetings regarding the voluntary grower response plan. NST is working on developing resources for partners to use when presenting the voluntary response plan. This includes a PowerPoint, along with a flyer discussing the regulatory response in a commercial grove. NST is also developing their FY 18-19 Annual Report which will be mailed to every grower in the State, as well as partners in the program.

Grower Liaison Updates

Bob Atkins commented that more outreach may need to be done for residents on tribal lands.

UC Outreach Update

Dr. Beth Grafton-Cardwell commented that there should be a protocol in place to report on who, where, and what entities and industry members are participating in for outreach activities for the committee. She suggested a Google Document where everyone can add upcoming outreach engagements.

Master Gardner Activities and Projects

Beth Grafton-Cardwell commented that Sandra Zwaal is working with the master gardeners in the southern California area.

California Citrus Mutual (CCM) Outreach Update

Alexis Silveira updated that there was a large turnout for the Biosecurity Level 3 (BSL-3) Laboratory grand opening. There were articles on the opening in about ten major publications.

Upcoming Town Hall Meetings

Grower town hall meetings will be held from the 8-10 of November in Palm Desert, Tulare and Ventura. Victoria Hornbaker will attend and provide updates on the program.

Citrus Research Board (CRB) Outreach Update

BSL-3 Press Conference, Ribbon Cutting Ceremony and Luncheon

Carolina Evangelo also updated on the BSL-3 press conference and mentioned that the CRB partnered with CCM for the luncheon portion of the ceremony. There were over 100 attendees at the luncheon and there were talks from the industry and University. CRB continues to partner with the committee for their quarterly column for *Citrograph*. Carolina also shared that an industry acronym book has been released, which is available as a hard copy or online. Carolina also introduced Tamara Tollison to the subcommittee. She also mentioned that Dan Willey has released a series of videos which are available on YouTube.

Review Data Analysis Tactical Operations Center Clicker Survey Results

Sara Garcia-Figuera presented results of a survey that assessed the likelihood to adopt practices to limit the spread of HLB in California. She discussed the voluntary best practices protocol in response to HLB. These practices were used to structure the questions that were presented during the survey. The seminars were held in three different locations, Santa Paula, Palm Desert and Exeter. There were 20 questions total, and 129 complete responses.

Regarding the answers to the questions, there was no significant variation in responses between different roles in citrus production. There were no pest control operators that participated, and more than half of the participants managed less than 100 acres of citrus. Most participants were more than 50 years old. There was a wide variety of where the growers' groves were located. 74 percent of growers grew their citrus conventionally, and most of the growers' income came from citrus production. 70 percent of growers believed that it was unlikely or very unlikely that an HLB positive tree will be detected in the grove in the next year. Sara explained that there was a strong agreement on the efficacy of area-wide management, and there was no variation with location. For the main barrier to area-wide management of ACP in their areas, getting everyone to participate was the top choice. There was a variation in responses depending on location on having trust in their neighbors applying ACP insecticides. It was very likely in all three locations that growers will stay informed about HLB and communicating with their liaison. There was a high

percentage of likelihood that growers will be communicating with their neighbors. There was a significant increase in unlikely, very unlikely, or maybes for questions regarding adopting extra measures, physical barriers, and applying extra pesticides if citrus was planted. There was a large likelihood in all three areas to regularly scout groves for ACP, and conducting visual surveys for HLB symptoms. There was a less likelihood among growers to use early detection technologies, and to test beyond what the California Department of Food and Agriculture (CDFA) will be testing. Growers were also asked about bactericides, and there was a significant number of maybes or they were unlikely to use it. Conclusions for this survey indicated that HLB detection in groves was perceived as unlikely, and area wide management of ACP is considered effective, but there are concerns about participation and neighboring groves. Growers were likely to adopt staying informed, communicating, scouting, and surveying, and unlikely to adopt voluntarily testing trees, early detection technology, barriers, or bactericides.

Other Items and Adjournment

The Mountain Mandarin Festival will be held on November 22-24, 2019 in Auburn. The committee will also have two booths at the World Ag Expo which will be held February 2020. It was suggested that if you plan on attending to book hotel accommodations now.

Mark McBroom commended the committee on their hard work towards the program. He also suggested a name change for the committee if possible.

The meeting was adjourned at 3:42 pm. The next Outreach subcommittee meeting will be held on February 5, 2020.