

CPDPC Outreach/Communications Subcommittee Meeting
Citrus Research Board
217 N. Encina Street
Visalia, CA
July 3, 2013 Minutes

The meeting was called to order by Kevin Olsen at 1:30 p.m. on July 3, 2013. The following were in attendance:

Subcommittee Members

Dan Dreyer
Mark McBroom*
Kevin Olsen
Kevin Severns
Shirley Kirkpatrick
George McEwen

CRB Staff

Louise Fisher
Ken Keck
Ted Batkin
Chad Collin

Others

Sharon McNerney*
John Krist*
Victoria Hornbaker
Craig Hanes
Teresa Siles*
Joel Nelsen
Robert Leavitt*
Rita Borgman*
David Pegos*
Neil McRoberts*
Scosha Wright
Leslie Leavens*

*Participated via telephone

Kevin Olsen conducted the roll call and announced that there was a quorum.

Review of Minutes

The minutes of the June 5, 2013 outreach subcommittee meetings were approved as presented.

Financial Review

Louise Fisher reviewed the outreach budget and expenditures through May 31st. She mentioned that the majority of charges are for NST activities in March. April and May charges will be billed in June. Stating that approximately \$11,000 was spent to reprint host plant flipbooks, trifolds and bookmarks. Louise referred the Subcommittee to the memos from NST for detailed information on their billings.

Grower Outreach Plan

Louise stated that the Grower Outreach Plan (handout) was developed based on the information from the May 13, 2013 scoping meeting. Sharon McNerney stated the draft plan was reviewed by Ken Keck, Louise Fisher, Jay Van Rein and Rita Borgman. She reviewed several changes that were made to the Outreach Plan based on the comments received. One change that needs clarification is adding "Treat quickly and aggressively if a psyllid is found in a residential area and you are located within 800 meters on the property." She also brought attention to the nutrition secondary message and stated that its accuracy needs to be verified. Another question

that Sharon brought up is whether worker messaging should be separated out into its own item. She also discussed the reason for having primary and secondary messaging; primary being used to reach all audiences and secondary being used only when necessary. Sharon also listed the Grower Outreach Strategies to be employed.

Discussion followed about worker messaging, how to implement and if past worker messaging was successful for other programs. Craig mentioned that they used worker messaging for glassy-winged sharpshooter in conjunction with grower outreach and it seemed successful. Leslie Leavens from Ventura County stated that they have a contractor meeting (Ag Commissioners have lists of contractors) at the beginning of the lemon harvest. They discuss the importance of not moving fruit or plants and also use an English/Spanish notice with agricultural services payroll. Victoria mentioned developing a tailgate meeting that can be used by contractors to get a consistent message out to the workers.

Chairman Olson identified the following action items:

- **Executive Subcommittee to give feedback on the question regarding treating within 800 meters of a find.**
- **NST to develop a worker meeting to share with contractors.**

Grower Website

Teresa Siles discussed the grower website, it went live in June and it has been updated twice; once to include information about lifting the restricted areas in Tulare County and once to include information about the hearings. Kevin asked about tracking visits to the website and Teresa responded that they are tracking visits and will provide information at the next meeting. Louise stated the goal of the website is to be a one stop shop for anything a grower will need to know about the program. Victoria mentioned that the grower liaisons and the statewide coordinator will be providing periodic updates for their region. Joel recommended periodic teasers or eblasts to keep people coming back to the website. Dan Dreyer mentioned that California Citrus Mutual (CCM) teasers work in getting him to look at the website for more information.

Grower Outreach

Louise reported that a meeting is being planned in Riverside County at the Riverside Citrus Park with tentative dates of Tuesday September 24rd, Wednesday September 25th or Thursday September 26th.

Craig Hanes notified the subcommittee that Sylvie Robillard, Fresno County Grower Liaison has planned a Grower Roundtable Meeting with Beth Grafton-Cardwell at Lindcove Station, tentatively on September 12th. Sylvie will also be on the CAPCA agenda for October 3rd meeting in Fresno.

Other CPDPP Outreach

Teresa reviewed the handout on the June Public Service Announcement (PSA) performance and on the development of the new PSA. The combined results for English and Spanish TV and radio PSAs were 6,193 airings, which translates to 21,671,343 impressions and \$424,294 in donated media values, representing an increase in donated media value of \$65,260 since last month. The

new PSA is scheduled to be filmed on July 29th. The upcoming PSA is going to include the grower perspective. Kevin Severns will be the English speaking spokesperson and the team is trying to identify a Spanish speaking spokesperson. Joel Nelsen had a recommendation that Louise and Teresa will follow-up on.

Teresa briefed the Subcommittee on the media event held in conjunction with the CBP at LAX on June 6th. The event was very successful, with Asian media outlets, ABC, the Daily Breeze, Telemundo and the LA Times in attendance. The CBP put together a very good presentation with three detection dogs giving demonstrations and a display of fruit confiscated in the two days prior to the media event. CBP would like to partner with the CPDPP/NST in future media events, perhaps in San Francisco or San Diego. Louise mentioned how impressive the CBP team was.

Teresa provided the subcommittee a handout for the 2013 Media Tour. The tour this year is not being done as in previous years; it has been spread out rather than condensed into a one-week event. Since April, nine English and two Spanish interviews have been conducted. Eight other media outlets have expressed interest in interviews or sharing news in future issues.

Teresa reported that radio news releases have been distributed statewide and that in August there will be a focused effort to play the releases in the central valley and the central coast regions.

Teresa discussed the updated draft crisis management plan (handout) and the action points for implementing the crisis management plan. Teresa mentioned that Rita Borgman, CDFA would like to see the crises plan integrated with the Incident Command System that CDFA uses, Teresa will be meeting with Rita to discuss the integration.

Teresa reported on the updated messaging, she said that we have brought it back to the core messaging (handout). She mentioned that the important thing to remember is the overall messaging, not the detailed response, that is up to the individual giving the talk or interview. Teresa described the primary and secondary messages and the need for regional messaging.

Joel mentioned that the subcommittee should be preparing messaging for residential and boutique growers in San Diego County that are either not allowing treatment or do not meet the CDFA treatment criteria; "We should be using our outreach to remind them about what they are risking by not treating." He feels that we should be implementing outreach before it becomes a problem.

Teresa also discussed the Central Coast Outreach Plan (handout); the central coast has been identified as a high priority area. Originally the plan was to be proactive about ACP and HLB and deal with special issues as they might arise. Jay Van Rein asked if we should be proactive with specific issues like the pollinator issues, then we would not be seen as reactive. Joel agrees that the messaging should be proactive and that our messaging will take the spotlight away from the special interest groups. Dan recommended working with the Fruit Health Department at Cal Poly San Luis Obispo. Joel stated that he would reach out to the Dean of the School of Agriculture.

Joel mentioned that an issue that the Subcommittee should prepare for is the Organic Trade Association which has become increasingly more active lately. The Subcommittee should prepare some messaging to express how the program is dealing with organic citrus to preempt issues before they might occur. A potential message would be Dr. Grafton-Cardwell's work looking into additional organic alternatives.

Chairman Olsen identified the following action items:

- **Louise will resend the draft outreach documents to the Outreach Subcommittee and the Executive Committee, for additional comments. Comments will be due back to Louise and Teresa by July 12th.**
- **CRB/NST will begin intensive outreach in Northern San Diego County to remind residents and small growers of the importance of treating for ACP.**
- **CRB/NST will develop proactive messaging/plans in anticipation of the Organic Trade Association gear up.**

Nursery Outreach

Louise reported that Matt Daugherty will be conducting a demo of the nursery training module and test the messaging. It is hopeful that this training module will be used to certify nursery staff. The hope is that the training will be required for nurseries in the quarantine area that carry citrus.

Ventura County Update

Leslie reported that Ventura County has a new Grower Liaison, Bryce Belgum. They are very excited to have Bryce as a part of their team.

Leslie also shared that it is the 20th anniversary of the Santa Clarita Farmers Market and the Ventura County Farmers Market Coordinator took a stack of the trifolds to hand out at the event.

John and Leslie recommend that each area conduct an organic citrus workshop and get growers to commit to following the organic treatment protocol. It has worked well for Ventura.

CDFA Outreach

David Pegos reported that the third installment of the Secretaries 21st Century Pest Management Symposia Series was held on June 5th in Oakland. The symposium series brings people together from varied backgrounds and points of view to discuss issues.

David attended the Board of Supervisors (BOS) Meeting in Santa Barbara on June 25th. The BOS was very supportive of Cathy and her work. Beekeeper, Todd Bebb was also in attendance and voiced his support of Cathy as well.

David reported that there has been a lot of interest in pollinators lately; as such CDFA has assembled a Bee Ad Hoc Committee to discuss pollinators and agriculture. The CDFA Apiary Committee is also becoming more active, meeting on July 3rd. Dr. Leavitt will be presenting a talk on pollinators to Agricultural Research Services the week of the 8th.

He reported that there is an upcoming Farm to Fork event in Sacramento.

David also reported that CDFA will be partnering with Florida and the CBP on a national “Don’t Pack a Pest” campaign. CDFA will be emphasizing “Know before You Go” to travelers.

Progress for the 2013/2014 Outreach RFP

Victoria reported on the progress of the Outreach RFP. The RFP has moved through the Department and is now in the contracts office. It is hopeful that the RFP will be posted on BidSync soon and she will notify the committee once she gets the information. The contract for the Grower Liaisons and Statewide Coordinator has also been routed.

Legislative Update

Teresa reported that Mark Olson presented to six local governments, including Delano, Dinuba, Oxnard, Visalia, Diamond Bar and Holtville. Mark will be meeting with local government offices in San Luis Obispo County beginning in July.

CCM Update

Joel ~~Nelson~~Nelsen reported that Legislature is supportive of the CPDPP and is trying to raise additional revenue streams for the program.

Citrus Disease Prevention Hearings

Victoria Hornbaker updated the subcommittee on the CPDPC Hearings. The hearings were held in three locations; June 19th in Visalia, June 25th in Oxnard and June 26th in Ontario. The hearings were successful; all comments received were in support of the program. A summary of the meetings is being prepared and will be presented to the Secretary.

Nutrient Products

Kevin O. reported that several people have been receiving flyers for nutrient products that are reporting to have the ability to prevent or slow HLB symptoms. Kevin S. reported that he has heard people talk about nutrient products; the trees may look healthy, but they are infected with and are reservoirs of the disease. Louise brought up the draft message that NST developed in conjunction with Dr. Polek and the subcommittee felt that the message was too soft and they feel that at this time the CPDPP should not support the use of a nutrient program to prevent HLB. Neil McRoberts from UC Davis stated that the nutritional programs do not slow the rate of disease, just the symptoms of the disease. The last thing we need is a program that masks the symptoms of HLB.

Chairman Olsen identified the following action item:

- **NST will develop a “Nutrition” message, based on input from the Science Subcommittee. This information will also be shared on the grower website, sent as an eblast and included on Riverside grower program agenda.**