

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

Meeting Minutes
Wednesday, August 10, 2016

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on August 10, 2016 in Tulare, California.

Committee Members Present:

Franco Bernardi	Gus Gunderson*	Shirley Kirkpatrick
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Committee Members Absent:

Aaron Dillon Dr. Beth Grafton-Cardwell	George McEwen	Kevin Severns
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Interested Parties:

Bob Atkins	Mark McBroom*	Carla Thomas
Lauren Droogh	Neil McRoberts	Dan Willey
Carolina Evangelo	Katie Nieri	Hannah Willey
Victoria Hornbaker	David Pegos*	Judy Zaninovich*
Alyssa Houtby	Sylvie Robillard	Sandra Zwaal*
Melinda Klein*		

*** Participated via Webinar**

Opening Comments

Gus Gunderson welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that there was not a quorum for the meeting.

Approval of Minutes

The Subcommittee members in attendance approved the minutes by consensus for the June 8, 2016 Subcommittee meeting.

Updates from Operations Subcommittee

Victoria discussed several items from the Operations Subcommittee meeting that have Outreach implications, including:

- There were two new HLB detections in Los Angeles County, one in Hacienda Heights and one in San Gabriel. This puts the total number of HLB detections at 25 (2 in Hacienda Heights and 23 in San Gabriel).
- Increasing Central Valley finds and the challenges associated with getting everything treated. Debby and her staff will be meeting to develop a game plan to submit to the Committee.
- Biocontrol releases in the Bakersfield area will begin the week of August 22. 23 locations in urban Bakersfield.

Finance Review

Everything is moving along well with the budget. There is money available in several line items to carry the program through the end of the fiscal year.

Industry Update

Trade Media Relations

NST secured heavy coverage in trade media for the Cal Poly Pomona biological control facility ribbon cutting. NST coordinated interviews with Nick Hill. Additionally, NST is in talks with Western Farm Press to publish an op-ed under Dr. David Morgan's byline communicating that biocontrol is not a viable option for commercial groves.

Grower Website Updates

Website traffic continues to be steady to the grower website, and newsletter opens rates stay in the 40-50% range. NST did more full-list mailings this summer to communicate important activities such as the HLB detector dog visits, meetings/events and Cal Poly Pomona facility opening.

Grower/Liaison Outreach

Sylvie hosted a grower meeting that was widely attended, approximately 150 people. The meeting went well with lots of dialogue. Many valley growers were unaware of the extent of the ACP presence in Bakersfield. NST is happy to support grower liaisons if additional meetings need to be coordinated.

Grower Meetings

NST is pursuing CPDPP outreach opportunities at existing industry meetings, including the CRB Citrus Conference and CCM's series of grower meetings. CCM and NST have worked to develop a plan to host a series of field worker trainings that would be hosted at packinghouses. This pre-harvest training would cover best practices and encourage crew bosses to educate their workers. Timing is January to February. Additionally, NST secured CPDPP presentations during PAPA seminars with the liaisons helping to staff those. Sylvie conducted one in August and Judy is scheduled for September.

Consumer Update

Consumer Website

Newly designed/programmed CaliforniaCitrusThreat.org has received high traffic since its launch with many visits to the page showing photos of ACP/HLB. NST is translating and programming the other language web pages now, which will launch by the end of the fiscal year. NST is also keeping CPDPP active on Twitter and Facebook by sharing relevant news stories and key program updates.

Consumer Media Relations

NST conducted heavy media outreach in Los Angeles for the Cal Poly Pomona ribbon cutting, and received coverage in the ABC affiliate and local community newspapers. Moving forward, NST has prioritized San Diego and Bakersfield for media stories. With the upcoming Tamarixia releases in Bakersfield, there is an opportunity to get media coverage. NST will be sure to communicate to growers and residents that biocontrol is not a substitute for treatments and that growers should maintain an aggressive response to ACP.

Advertising

NST analyzed the return on investment of various advertising mediums, including print newspapers, radio, social media, billboards and digital banner ads. They used findings to develop a strategy moving forward that includes using billboards, radio and social media primarily. NST secured billboard space on the Grapevine communicating a "don't move" message. Additionally, NST secured billboard space in

traffic corridors of the valley, and will supplement with cotton trailer signage. Liaisons, CCM, CRB and growers to help identify locations for cotton trailer signs. NST will develop some design options and share with the group so they can forward to personal contacts. A mixture of public and industry messages will be used. Subcommittee recommended considering using local sports teams as an avenue for outreach. Potentially advertise on site or sponsor a game. This could be a good strategy for hyperlocal outreach. NST to also contact major sports teams in Los Angeles to see if there are any opportunities for free or discounted public service announcements.

Asian American Outreach

NST has continued with Asian American outreach in San Gabriel, including having an outreach booth with in-language materials at the 626 Night Market, an Asian-style street festival in the HLB quarantine area. Additionally, NST distributed a door hanger to 1,500 residences in the core area of San Gabriel. Sunkist graciously provided a coupon and CCM board member Brian Neufeld lent his photo for the door hanger. NST's next project for Asian American outreach is distributing a press release educating residents on the importance of not sharing citrus tree cuttings with friends or family.

Material Distribution

NST reviewed all currently used fliers, brochures, bookmarks, postcards and booklets to determine the need for copy and graphic design updates. In addition to using our agreed upon statewide campaign tagline "Save Your Community's Citrus", the new materials will reflect the look and feel of the recently redesigned CaliforniaCitrusThreat.org. NST recommends reformatting some of the material for easier distribution at events.

Events

CPDPP has had a presence at several community events, including Viva San Gabriel, 626 Night Market and the Chula Vista Lemon Festival. NST hands out fruit and informational materials to encourage residents to be cooperative with CDFA efforts and to inspect their trees for signs of ACP/HLB.

Coastal Outreach

The committee recommended NST consider finding local community leaders to encourage cooperation. NST noted we need help from locals to identify appropriate spokespeople. NST to develop a letter that can be circulated amongst the outreach subcommittee members, liaisons and Ventura ACP task force to identify individuals who could lend their name to media articles, short social media videos or community events. Target communities are Goleta, Ojai, Carpinteria and Montecito.

Legislative Outreach Update

NST has been working with CDFA and CACASA to develop guidelines for how agricultural commissioners can work with the board of supervisors to use their authority with regards to abandoned groves. Bob Atkins is taking the lead on coordinating outreach to agricultural commissioners; NST will support as needed. NST and CCM have had several rounds of meetings with local officials in Riverside focusing on 4 key areas, including abandoned groves and outreach in a "greenbelt" area with many 25+ properties. Councilmember Mac Arthur has expressed interest in going door-to-door in the greenbelt area, distributing mailers, putting up yard signs and holding public meetings to communicate the need for property owners to properly manage their trees for ACP. Additionally, the city is playing the new PSA and sharing information through social media channels. NST is also focusing elected official outreach in San Diego and is setting up meetings with 25 cities in the region to provide desk-side briefings on the HLB threat.

CDEA Outreach

David Pegos and his team set up the display at the fair and keep the supplies of the handouts filled. The fair ran for 2 weeks. Victoria reported that the program set up a meeting at James McFarlane's grove in Clovis for the USDA Junior Foreign Ag Services with trapping and survey demonstrations.

CCM Outreach Update

CCM is working on removing 300 trees from Ojai with a group called the Crew. This is being done under the Bayer Crop Science sponsored Citrus Matters Campaign. In Riverside there is a Council Member that is a 3rd generation citrus grower and he is willing to be a champion for the program.

Other Outreach

Dan Willey reported that his videos are ranking higher on YouTube video, but he noted that several videos that give bad information are still ranking high. He did some research on the search terms to see if that might be the cause of the bad videos continuing to retain high ranking. He reported that he has 3 new videos in production and would like feedback from the group on them prior to completion. He also asked for clarification on how people should handle the green waste.

The meeting was adjourned at 3:53 p.m. and the next meeting will be held on October 13, 2016 at 1:30 p.m.