

CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM OUTREACH SUBCOMMITTEE MEETING

Meeting Minutes
Wednesday, June 7, 2017

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on June 7, 2017 in Visalia, California.

Committee Members Present:

Gus Gunderson* Sylvie Robillard

Committee Members Absent:

Franco Bernardi Dr. Beth Grafton-Cardwell Kevin Severns
Aaron Dillon Mark McBroom

Interested Parties:

Bob Atkins David Morgan* Dan Willey
Teri Blaser Katie Nieri Scosha Wright
Carolina Evangelo Curtis Pate* Bob Wynn*
Victoria Hornbaker Cressida Silvers* Judy Zaninovich
Dr. Neil McRoberts Carla Thomas Sandra Zwaal*

*** Participated via Webinar**

Opening Comments

The meeting was called to order at 1:30pm by Gus Gunderson. Gus welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that a quorum was not present for the meeting.

Approval of Minutes

The members in attendance approved the minutes by consensus for the April 12, 2017 Subcommittee meeting.

Operations Updates

Continued HLB detections was the main issues brought forward from the Operations Subcommittee. The group discussed Areawide management and grower participation and felt that there was a need for additional outreach coordinated by UC and our Outreach contractors. The last item was the proposed release of biocontrol agents in the Kingsburg area and the desire to do a media event in coordination with the release activities.

Finance Review

The Budget was reduced by \$40,000. The Program will work very closely with NST to make sure that the goals of the program are still met under the reduced budget. Everything is moving along as normal, except the printed materials budget, as such, NST has suspended printing materials in most cases.

CPDPP Homeowner Outreach Updates

HLB Area Outreach

NST has focused efforts in the HLB quarantine area. CPDPP had a booth at the La Habra Citrus Fair and advertised on iHeartRadio stations serving the Los Angeles-Ventura-Orange-Riverside market. NST supported the public affair team distribution of a quarantine press release which resulted in coverage in Orange County Register and ABC 7. NST distributed a press release to World Journal, major Asian newspaper. For upcoming activities, NST has secured CPDPP promotion at a City of San Gabriel event, and will conduct an Asian media tour. Katie gave an update regarding the work that was done on outreach brochures/flyers/bulletins in support of the tree removal option.

PSA Performance

The current PSA is HLB focused which is still the Committee's focus therefore it does not need to be updated just yet. Katie reported that since February the PSA has been shown 1,231 times gaining approximately 85,987,540 impressions.

CPDPP Industry Outreach Update

Grower Meetings

NST is planning for a series of grower meetings in August. Meetings will take place in San Bernardino with invites to Riverside growers, Imperial, Kern, Tulare and Fresno, and potentially San Diego. Cressida is hosting a San Luis Obispo grower meeting, which outreach will support. For topics, we discussed a focus on compliance agreements, regulations and general program update. Sylvie suggested getting a list of recommendations to Katie from the Grower Liaisons for meeting topics. Katie stated that she will get together with each of the liaisons after the July 12th CPDPC meeting. NST is also coordinating another round of train-the-trainer programs in August with Annika Forrester and will support these industry meetings with trade media outreach.

Program Promotion

There was discussion about trade media outreach in August letting people know what is currently going on and what NST is working on. Carolina Evangelo recommended Citrus Insider content focused on "10 things the program does for you" or "CPDPP by the numbers" to help educate growers on the program's activities. NST is going to draft messages related to HLB in a commercial setting.

Grower Liaison Updates

Bob Atkins reported that San Diego County just formed their pest control district and Hemet in Riverside County, San Bernardino and Santa Barbara Counties are all talking about starting pest control districts as well.

Judy Zaninovich noted that detections had been light for Kern County, but she is reminding growers to keep their guard up and be ready to respond to detections as they occur.

Sandra Zwaal reported that Ventura County Taskforce just had their grower meeting, they focused on the new treatment schedules for fall and winter. Sandra and Cressida will focus more effort on growers that have not been treating to explain why it is important.

Curtis Pate gave a brief update on Imperial County activities, noting that the Ag Commissioner is planning a compliance agreement recap to make sure all growers and packinghouses understand the new compliance agreements.

Cressida Silvers recently held a grower meeting in Santa Barbara, reminding them of their areawide schedules, San Luis Obispo is due for a grower meeting. She noted that San Luis Obispo growers will be impacted by the regional quarantine.

Legislative Outreach Update

NST has focused extensively in HLB quarantine areas, successfully securing meetings with dozens of cities in Los Angeles County and Orange County. Elected officials and their staff have been very receptive to distributing information, and NST has had a lot of success getting videos and social media posts shared online through elected officials.

CDFA Outreach Update

David is working on don't pack a pest campaign, they have the messaging up in San Francisco and part of their focus on Citrus. Next will be the San Ysidro border crossing, David will work with NST on this as they have an office in Tijuana Mexico. Taylor Roschen, Nick Condos and Victoria went to the capital and spoke with legislators about HLB finds in Los Angeles and Orange Counties.

CCM Update

CCM continues to work on the tree removal projects, they have placed door hangers in San Gabriel offering free tree removal.

CRB Update

Carolina Evangelo reported that the CRB passed their referendum with more than 90 percent positive response. The Visalia Rawhides had a citrus night and Carolina said it went very well, she recommends that the CPDPC Outreach Subcommittee get involved next time they do this. CRB will be taking the lead on the HLB International Conference in 2019. They will be having a meeting for grower nominations for the CRB the week of June 19th. They have grower meetings scheduled for late June, 27th in Exeter, headed up by Greg Duhon, 28th in Santa Paula lead by Ben Faber and 29th in Temecula headed up by Sonia Rios. The CRB will be sponsoring a Citrus Conference on October 11 at the Wyndham in Visalia. The CRB will be hosting the 2nd External review of ACP/HLB research at UC Davis the week of August 14-18. The review panel will include Ed Stover, Dan Strickman, and John DeGraca. Research proposals are currently being reviewed at CRB for next fiscal year.

Fruit Mentor Report

Dan has built a Spanish language YouTube channel for his videos and worked with CRB to make sure that the translations were accurate. He is experimenting with YouTube thumbnails. The thumbnail is the photo that goes next to the video before the user clicks it, he signed up with service that enables split testing of thumbnails to see which work best. He found that better thumbnails can make a huge difference and he will launch foreign language videos with better thumbnails in the future as it can

increase watch time. He also talked about his ant control video and showed it to the group. The group was impressed but made some recommendations that he will follow up on with CRB.

Other

Dr. Neil McRoberts gave an update on a nursery pilot project that he and Beth Grafton-Cardwell have been asked to participate in. Aaron Dillion is taking the lead with Kevin Olsen to work with certified nurseries to see if they can self-regulate to ensure that nursery stock is protected and does not pose a threat of moving HLB. The pilot project will be conducted in Southern California, outside of the HLB quarantine area. If it is successful the data will be used to seek approval for allowing citrus nursery stock into the HLB quarantine areas. CDFA enforcement staff will visit the pilot project nurseries and survey for ACP and review treatment documents.

Victoria reported that the RFP for the Outreach contract is being worked on at CDFA and will be posted at the same amount as 2015. The NST contract will be ending on September 30, 2017.

The meeting was adjourned at 3:50p.m. the next meeting will be held on August 9, 2017.