

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

Meeting Minutes  
Wednesday, August 9, 2017

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on August 9, 2017 in Visalia, California.

**Committee Members Present:**

Aaron Dillon\*                      Dr. Beth Grafton-Cardwell              Sylvie Robillard

**Committee Members Absent:**

Mark McBroom                      George McEwen                      Kevin Severns

**Interested Parties:**

Bob Atkins	Victoria Hornbaker	Gary Schultz
Erin Betts	Alyssa Houtby	Dan Willey
Teri Blaser	Sara Khalid	Scosha Wright
Carolina Evangelo	Melinda Klein*	Judy Zaninovich*
Jim Gorden	Katie Nieri	Sandra Zwaal*
Linda Haque*		

**\*Participated via Webinar**

**Opening Comments**

The meeting was called to order at 1:30 pm by Victoria Hornbaker. It was noted that a quorum was not present for the meeting.

**Approval of Minutes**

The members in attendance approved posting the corrected minutes by consensus for the June 7, 2017 Subcommittee meeting.

**Operations Updates**

The Science Advisory Panel recommendations were discussed, along with Debby and her staff's response to the SAP's recommendations with budget numbers. This will be revisited on the September 6, 2017 meeting. There will be a finance meeting on August 22, 2017 and an interim CPDPC meeting on August 24, 2017 to discuss the budget for 2017-2018. There was an HLB find in Riverside, and it is still being determined the proximity of this find near UC Riverside and other departments. This will be revisited at the operations meeting in September.

## **Finance Review**

Katie Nieri reported that budget projections regarding media relations have been reduced. This includes PSA's and multimedia budgets. Due to the HLB find in Riverside, there will be a radio ad playing in English and Spanish in the Riverside area. There will not be any overages, and all expenses will be used in the budget.

## **CPDPP Homeowner Outreach Updates**

### **HLB Quarantine Area Outreach**

The city of Riverside has been helpful in HLB outreach. There was a presentation and the city agreed to more outreach activities including social media, digital, elected official outreach, email blasts, and utility mailers. The city will also be hosting meetings for growers in the city. There was an NPR interview out of Los Angeles that was region wide that went well. There was a city council meeting that included UCR and Ruben Arroyo from the County Agricultural Office. The city is going forward to enclose parent navel trees and the Public Works Department said they would do it tomorrow. They are also going to work with the county to drop the ordinances that require planting citrus. The Riverside County Board of Supervisors will be signing a resolution for abatement authority on abandoned groves, which would strengthen the Agricultural Commissioner's existing authority. Riverside will be running their own PSA's on the County television station and have been producing their own outreach materials, including magnets, paper materials, and a standing PSA from the Agricultural Commissioner. It was asked if outreach was made in the San Bernardino area, and it was answered that yes, San Bernardino is able to access Riverside outreach, but there were no specific outreach materials made for San Bernardino. There has been support in all cities that are in the HLB quarantine area.

### **Multicultural Outreach**

There will be a multicultural press conference hosted in the LA County Agricultural Department and an invitation will also be extended to the Orange County area. The event is designed to appeal to the Asian American media with in-language programming. The Mayor of Yorba Linda will be one of the spokespeople, and there will be a Mandarin speaker from LA County's staff. This event will include English and Spanish speakers as well. There is no firm date, but it should take place within the next couple of weeks. There are also radio ads on major Mandarin stations that will run for six weeks which will go through the end of August. There has been a bump in traffic on the Asian language web pages.

## **CPDPP Industry Outreach Update**

### **Grower Education on HLB**

Katie Nieri stated that she would like to transition to HLB education to an industry audience. There are four goals that she has in mind: educate industry on HLB regulations, education industry on CDFA's response on residential properties, prepare industry for disease monitoring in their groves, and communicate the commercialization of early detection technologies and/or partnership opportunities with researchers. The most immediate call to action would be assisting in getting psyllids tested in groves that are found to contain HLB. Suspect samples would be sent to labs once the labs are set up for testing. Samples would be around \$25 per plant samples, and less for psyllids. As of now, the most effective type of action would be psyllid control and symptom recognition. Another point that was brought up was developing an FAQ for growers on what happens in a quarantine zone regarding movement in and out of a quarantine zone. Retail nurseries

need to be informed of quarantine procedures before the HLB quarantine is in effect; although it has been difficult communicating with large retail nurseries, however, they are willing to listen now that the HLB quarantine is expanding. There is a database available for direct communication with these nurseries, and direct mailing is also an option. CAPCA is working on a pest ID app and eventually a certified course for continuing education credit. It was also suggested that an educational program should wait until data is available on what homeowners and retailers should do.

### **Grower Liaison Updates**

Judy Zaninovich reported that there has been a recent find off of Highway 65. All growers have been contacted and are cooperating. There has been a total of eight finds this season which is better than last year, which was 135 finds. There will be a joint pest control meeting where all the grower liaisons will participate in how to get involved in the San Joaquin area and controlling ACP finds in that area.

Sandra Zwaal reported that area wide treatments started for Ventura County on August 1, 2017. Reminders have gone out for this county. The task force discussed the new quarantines that will go into effect in the future. For San Bernardino, all growers have been contacted for treatments that will be starting next week. There will be a follow up after the treatment to contact those who are not treating. There will be a pop up presentation tomorrow focusing on the HOAs and landscapers. The landscapers are not familiar with citrus and agricultural crops, so education is needed.

Teri Blaser noted that she contacted all growers that were affected by the find in Seville. Six of the seven growers have responded. It was suggested to contact the Agricultural Commissioner regarding the one grower that did not respond.

Sylvie reported that she worked on the Cutler find. All the growers have treated and have gotten reports. For the find in Orange Cove everyone treated recently or will be treating soon and everyone had been cooperating. There are two abandoned groves, and Becky from CCM worked to get those blocks removed.

Erin Betts noted that there was a find in Strathmore in a conventional grove. The organic farm manager will start treatments next week. In southern Tulare, there have been seven trap finds, and in Terra Bella there was one trap with three psyllids.

### **UC Outreach Update**

#### **Grower Website**

Dr. Grafton-Cardwell stated that she will be working with the liaisons on messaging for HLB areas versus non HLB areas. The Science for Citrus Health website is live, which takes various projects and simplifies the explanations and research for ACP and HLB which will be helpful for the public, media and growers to understand the science better. NST and UC's and University of Florida will be participating in this with alerts and blogs.

### **Legislative Outreach Update**

Meetings have been set in Riverside and San Bernardino for the proposed HLB quarantine areas. There were city council presentations in Yorba Linda, Placentia, and Paramount. The city of Riverside and Yorba Linda have digital billboards that will be running.

### **CDFA Outreach Update**

David Pegos was at the event in Fair Oaks discussing Japanese Beetles and ACP.

### **CCM Update**

No updates.

### **CRB Update**

#### **Fruit Mentor Report**

Dan Willey discussed publishing videos in multiple languages. He has been running Facebook ads based upon YouTube views, which has increased the video's watch time. A video was published on Tanglefoot in YouTube. A video titled "How to Get Rid of Ants with Liquid Ant Bait" was played.

CRB's next outreach event to growers will be the California Citrus Conference on October 11, 2017. Speakers are still being scheduled. Nick Hill has been invited to speak on behalf of the program, regarding finds and quarantine zones. There most likely be a field worker training program the morning of the conference. The conference will be free. Gus continues to have a ghost written article in the Citrograph, the next article will be regarding the outreach efforts in the regions. The CRB has proposed that NST organize a California citrus wide meeting that would include the chairman of the board and the executive director to focus on communication.

### **Other Items**

None.

The meeting was adjourned at 3:29pm. The next meeting will be held on October 13, 2017.