

CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM OUTREACH SUBCOMMITTEE MEETING

Meeting Minutes
Wednesday, February 6, 2019

The regular meeting of the Outreach Subcommittee was called to order at 1:32 p.m. on February 6, 2019 in Visalia, California.

Committee Members Present:

Dr. Beth Grafton-Cardwell Sylvie Robillard

Committee Members Absent:

Aaron Dillon George McEwen Kevin Severns
Mark McBroom

Interested Parties:

Price Adams*	Victoria Hornbaker	Lea Pereira*
Bob Atkins	Sara Khalid	Monique Rivera*
Erin Betts	Dr. Melinda Klein*	Jason Schwartze*
Holly Deniston-Sheets	Michael Kulis*	Cressida Silvers*
Rick Dunn*	Tracy Moehnke	Judy Zaninovich
Carolina Evangelo	Neil McRoberts	Sandra Zwaal*
Sara Garcia Figuera*	Lauren Peltzer	

***Participated via Webinar**

Opening Remarks

In the absence of Subcommittee Chariman Mark McBroom, committee member Dr. Beth Grafton-Cardwell called the meeting to order at 1:32 pm. Beth welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that there was not a quorum for this meeting.

Review of October 3, 2018 Meeting Minutes

There were no edits or discussion items for the previous meeting minutes.

Finance Review

Tracy Moehnke presented Nuffer, Smith, Tucker's (NST) budget through January 28, 2019. She stated that NST is on track for the year based on these numbers. The year to date balance is at \$183,678.00 spent with \$792,171.20 remaining.

Update on Strategy 5-Outreach and Collaboration

Homeowner Outreach Update

NST partnered with ET-TV, which is one of Southern California's most watched Mandarin television station and worked with Dr. Hailing Jin to discuss Asian citrus psyllid (ACP) and Huanglongbing (HLB), and research that has been done. There were two five-minute segments that ran multiple times in the month of October. Additional outreach was conducted in Maricopa, Soledad, and Visalia in response to recent ACP detections in those cities. A media event was held at California Department of Food and Agriculture's (CDFA) *Tamarixia radiata* rearing facility at Cal Poly Pomona to highlight the biocontrol program. Twenty-eight stories resulted from this event, and additional footage was captured for the Program as well. A press release was also issued to consumer and trade outlets, highlighting the increase in HLB detections in 2018.

Thirty second Spanish radio ads ran for a month in Monterey County alerting residents of the recent ACP detections, and encouraged cooperation with agriculture officials. Mandarin ads are also currently running in Southern California, specifically mentioning Lunar New Year and reminding residents to remove stems and leaves before sharing citrus.

Roger Smith was featured on social media pages explaining why caring for your citrus tree is important. This post had a 7.6 percent engagement rate, which was one of the highest rates during the past few months. These posts are anticipated to be rolled out once a month.

Tracy also mentioned that their outreach materials are also being revamped, in terms of color schemes and possibly adding photos. These will also be added to the homeowner facing webpage. A Polymerase Chain Reaction (PCR) process video taken at CDFA's lab is also in its final stages. It will be posted on YouTube shortly.

There was a booth at the Placer County Mountain Mandarin Festival in November, and there will also be a booth at San Gabriel's Lunar New Year Festival. The attendance is expected to be around 10,000 people. Mandarin speakers will also be at the booths to help translate. There will also be a booth at the World Ag Expo.

NST is working on a spring audio news release, which will be conducted in an interview format. This will be distributed to all radio stations within the state and will run when content airtime is needed to fill airtime. It will cover best practices and how to care for your citrus trees at home.

Industry Outreach Update

The redesigned Citrus Insider website was launched in January. Following the relaunch, there was increased outreach regarding the website, with ads in Citrograph Magazine and Ag Alert. Subscribers were also made aware of the change. Grower Liaisons also provided information to their grower networks. NST also developed Facebook ads using the demographics of their subscriber list.

Packinghouse Meetings Recap

Packinghouse meetings were held throughout the state, to discuss recent program activities that impact packers and to gather feedback. Most of the questions were regulatory related, and also included homeowner responsibilities. A report will be put together regarding these meetings.

A tarping do's and don'ts flier was generated and mailed out to every packer and hauler on CDFAs compliance list. It will also be translated into Spanish. NST reached out to gleaning organizations in Los Angeles, Orange, Riverside, San Diego and Ventura counties about best practices when picking fruit from residential properties. Due to positive feedback, NST will also reach out to San Bernardino County within the next month.

NST is preparing a "State of the Union HLB Address" which will be meetings throughout the major citrus growing regions and will focus on the status of HLB in California. This will be finalized within the next few months. A "toolkit" will also be developed with a list of resources regarding ACP and HLB.

Pest Control Advisor Outreach

NST will assist Dr. Beth Grafton-Cardwell with logistic support regarding Pest Control Advisor (PCA) scouting workshops and getting Central Valley PCAs to Ventura to see ACP in the field.

Nursery Outreach

NST had a meeting with Roger Smith and Aaron Dillon from the Citrus Pest and Disease Prevention Committee (CPDPC) to discuss potential ideas for nursery outreach. Prices are being discussed regarding adding an extra tag on citrus nursery trees before they are sent out to retail nurseries. Based on initial quotes, certain areas will be prioritized. Another idea that was suggested was a sticker, however, an issue that was brought up was too much wording on the tag may cause the consumer to not read it.

It was suggested that earned media coverage focus on Los Angeles County, and utilize different forms of outreach, including podcasts. Tracy mentioned that after an internal analysis, NST was looking to phase out print ads.

Aaron Dillon will be speaking at three Home Depot regional manager meetings to educate their consumers about ACP and HLB. Victoria Hornbaker suggested a kiosk at these types of stores discussing citrus care.

Local Government/Elected Official Update

Tracy introduced a new member of NST, Michael Kulis. He will be the elected official outreach lead.

Since October, NST has attended deskside meetings in the cities of Duarte, Huntington Beach, Lakewood, and Artesia. They also presented at the Huntington Beach City Council meeting and discussed HLB.

NST also worked with Bob Atkins, Jason Schwartz, and the San Diego County Agricultural Commissioner to develop a letter about the dangers of ACP and HLB, and best practices to follow. These letters were delivered to the Rancho Santa Fe community.

NST attended the California State Association of Counties annual conference and made 15 additional contacts with California county governments.

Within the next month, Michael Kulis will reach out to San Mateo county regarding recent ACP finds. He was also introduced to Orange and Los Angeles County Agricultural Commissioners.

Grower Liaison Updates

Bob Atkins and Sylvie Robillard had a list of cities with many abandoned groves. It was suggested that the grower liaisons work with California Citrus Mutual (CCM) to help with removal of these groves.

UC Outreach Update

Growers and Pest Control Advisor Outreach

Dr. Monique Rivera updated that the University of California, Riverside have been scouting workshop areas in Southern California to teach people what psyllids look like, and how to find them. She will be speaking at the California Rare Fruit Growers Association regarding ACP. She commented that many growers were not aware of what ACP looked like.

Master Gardener Activities and Projects

Scouting workshops have been done with master gardeners. The attendance for these workshops has been between 40-50 people per session. Monique commented that the master gardeners' sessions have been impactful. Another idea was to offer a travel grant for attendees for these meetings. Nutrition education materials were also discussed to provide the nursery industry with information like citrus recipes and how to care for your citrus trees.

Dr. Beth Grafton-Cardwell noted that she has been working on antibiotics for HLB, and that there has been a lot of negative press regarding this topic, so she has created a Frequently Asked Questions sheet on this subject.

Dynamic Future for the Outreach Program

A document was put together by Data Analysis and Tactical Questions Operations Center (DATOC) to discuss the future of outreach. There was discussion regarding the language of public facing documents and harmonizing messaging with NST, CDFA, and CPDPC Subcommittee chairs before documents are made public. The group discussed opportunities for increased outreach and engagement with multiple audiences and agreed to work collaboratively on new outreach approaches.

CCM Update

CCM's Citrus Showcase will be March 7. The Citrus Research Board (CRB) will be having a talk at 10 am. CCM will be holding a briefing for the legislators representing the citrus district at the end of March.

CRB Update

Carolina Evangelo stated that the CRB will have a booth at the Citrus Showcase. CRB will also be sponsoring a workshop at the Showcase titled, "*How Citrus Research Informs the Regulatory Process and How the Current Regulations Affect the Citrus Industry.*" The workshop panel members will be Marilyn Wright, Victoria Hornbaker, Keith Watkins, and Dr. Beth Grafton-Cardwell. Jim Gorden will be moderating the panel, and one-hour of continuing education credits will be available for workshop attendees.

The 6th International Research Conference on HLB will be March 12-15 in Riverside, and the International Organization of Citrus Virologists will be held prior, on March 9-12. There will also be pre- and mid-conference tours available. CRB will host a citrus post-harvest conference on April 24-25 in Santa Barbara. The CRB Grower Seminar Series will discuss ACP, HLB and condensed information from the international conferences in Riverside. The Grower Seminars will take place June 25-27. The California Citrus Conference will be October 16 in the Central Valley. Lastly, CRB grant proposals will be due in March, and CRB continues to publish *Citrograph Magazine* and their monthly e-newsletters.

Other Items and Adjournment

Victoria Hornbaker mentioned that the CPDPC Full Committee meeting will be March 12, 2019 in conjunction with the HLB Conference in Riverside.

The meeting was adjourned at 4:23 pm. The next outreach meeting is scheduled for April 3, 2019.