



# OUTREACH UPDATE

April 8, 2020

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# Industry Outreach Activities

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# FIELD CREW BEST PRACTICES VIDEO

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# ADDITIONAL INDUSTRY ACTIVITIES



Citrus Pest & Disease Prevention Program

THE  
**CALIFORNIA  
CITRUS  
INDUSTRY'S  
GO-TO  
RESOURCE**  
in the fight against  
Huanglongbing

**CitrusInsider.org**

- Summer *Citrograph* article submission
- USA Today USDA Special Edition Ad – Spring 2020
- Hosted a booth at the CCM Citrus Showcase
- Virtual Grower Liaison Meeting
  - Collaborating with Sandra Zwaal on direct mail/doorhangers for San Bernardino



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# BRAINSTORM FOR ADDITIONAL OUTREACH TACTICS

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# Homeowner Outreach Activities

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# SAN BERNARDINO HLB DETECTION

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- Begin to conduct media outreach about the newest detection to consumer and industry media in the coming weeks
- Initiate hyperlocal outreach on social media in response to the new citrus quarantine expansion
- Work with city officials to post information on their website and social media channels in response to the new HLB detection



# ADDITIONAL HOMEOWNER OUTREACH

- Canine Media Event
- Post-Ag Official Visit Flier
- Media Fact Sheets
- Paid Media/Advertising Plan
  - Partnering with subcontractors to develop plans to target specific audiences

## Huanglongbing

A potential death sentence for California Citrus



### The Pest - Asian Citrus Psyllid

The Asian citrus psyllid (ACP) is an insect that transports the bacteria that causes Huanglongbing (HLB), a deadly and incurable citrus tree disease. Adult ACPs are brown, approximately one-eighth of an inch long, and feed with their bodies at a 45-degree angle. Young ACPs, called nymphs, produce a white, waxy substance.



ACP adult



ACP nymphs

California's first ACP detection occurred in 2008, when ACPs were discovered in backyard citrus in San Diego County.

### The Disease - Huanglongbing

HLB is also known as citrus greening disease and yellow dragon disease. Although HLB is not harmful to humans or animals, trees infected with this disease will die. There is no cure for HLB. Psyllids transmit the disease to healthy citrus trees as they feed from tree to tree.



Symptomatic leaves



Scarred fruit

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# Elected Official Outreach Activities

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# ELECTED OFFICIAL OUTREACH



- Awarded the March Citrus Hero Award to the City of Redlands City staff members and the Citrus Preservation Commission
- Coordinated information on ACP and HLB in Los Angeles City Council Member Gil Cedillo's newsletter
- Distribution of new content to be shared on social media



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# Upcoming Activities

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# UPCOMING ACTIVITIES

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- Implementation of the advertising plan
- Homeowner outreach on best practices for sharing backyard fruit during social distancing
- Zone 6 bulk citrus movement changes upon CDFA's finalization
- Development of follow-up flier to be distributed after virtual public meetings

# Statewide GL Coordinator Update 4/8/20

## GL Web Meeting 3/25/20

### 25+

At the meeting we discussed the 25+ citrus tree properties, how do we communicate with them. A recent survey by NST showed at the last CPDPC Meeting that the 25+ properties accounted for 1/3 of the trees in these residential areas, but 3% of the growers. The GLs discussed how difficult and how much of their time is required to find and communicate with them. CDFA crews find a significant number of the total, when they are doing the HLB or ACP surveys. NST's survey and questionnaire showed that their opinions were changed little by the messaging used. We are working on how to better identify these growers and how to motivate them to treat.

It raises the question of whether this is an 80/20 problem, where 80% of your time is spent to achieve <20% of your goal. I think we should discuss what we do with them in each situation. PCDs can include them as commercial growers and assess them. This might make them decide whether to treat or cut down some trees to be 24 or less. But this raises the question of what we do with these if they are outside the 400-meter buffers near commercial groves or outside the 400-meter treatment areas around HLB or ACP responses. If they are in the middle of LA or other residential areas, away from commercial groves, do we care anymore than any other residential citrus property? We need parameters for where we should do more than just inform them of the problem and the timing of the commercial treatments near them.

## Mapping/GIS

The GLs reviewed the maps and owner/operator information that we have and what we want/need. Victoria reported that a working group is reviewing these assets to see gaps and any possible duplications. The GLs in the area-wide treatment portion of the State report that they get good cooperation from the CACs on permits and grower locations.

## AB5

Victoria discussed the GL positions and the review by the legal staff to see if we, as contractors meet the exemptions of the law or if a change will be required in the contract or if the positions need to be State employees. The GLs agreed to review the law and provide information to help Victoria and Legal to find a solution. Until then, the SD GL will remain unfilled.



## Winter Treatment Statistics

Fortunately, things have stayed quiet in the San Joaquin Valley and San Luis Obispo.

The Area-wide Treatment Counties are mostly still tallying their percentages and I will have a full report at Meeting time.

## Neglected/Abandoned Groves

I will have update figures for the Meeting.

County	BOS Sup (Y/N)	Co Coun Sup (Y/N)	#Groves Report'd	#Groves Confrmd N/A	Total Acs (100 trees/ac) Confrmd	#owners contactd	#1st Letrs	#2nd Letrs	#3rd Letrs	#Heard	Hears won	#Hears lost	Groves Remvd	Total Acres Remvd	#Groves Rem'd	Acres Rem'd	#Groves Pndg	Total Acres Pndg
Fresno																		
Kern	Y	Y																
Madera																		
SLO	Y	Y																
Tulare	Y	Y	88	88	1148	88	44			1	1	0	66	908	9	79	13	161
<b>Subtotal</b>			<b>88</b>	<b>88</b>	<b>1148</b>	<b>88</b>	<b>44</b>			<b>1</b>	<b>1</b>	<b>0</b>	<b>66</b>	<b>908</b>	<b>9</b>	<b>79</b>	<b>13</b>	<b>161</b>
Imperial	Y	Y	1	1	6	1							1	6				
LA																		
OC																		
Riverside	Y	Y	92		264.81	43	43	43	11				22				35	
San Brdo																		
SD	Y	Y	108	61	1693	61	39	28	24				37	774		71	919	
Sta Barb																		
Ventura	Y	Y																
<b>Subtotal</b>			<b>108</b>	<b>62</b>	<b>1963.81</b>	<b>105</b>	<b>82</b>	<b>71</b>	<b>35</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>60</b>	<b>780</b>	<b>0</b>	<b>71</b>	<b>954</b>	<b>0</b>
<b>Total</b>			<b>289</b>	<b>150</b>	<b>3111.81</b>	<b>193</b>	<b>126</b>	<b>71</b>	<b>35</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>126</b>	<b>1688</b>	<b>9</b>	<b>150</b>	<b>967</b>	<b>161</b>