

California, and Ventura/Central Coast. Natalie DeAngelo reported that NST's industry outreach efforts focused on promoting the Citrus Pest and Disease Prevention Program (CPDPP) activities and pest management best practices. NST distributed direct mailers updating stakeholders on The Citrus Insider webpage and informing them on how to sign up for news alerts using a quick response (QR) code. NST also produced roadside banners for industry members to display on their property.

Elected Official Outreach:

Dylan Lomanto reported that NST sent a quarterly email update to 900 recipients to inform Southern California residents on the Huanglongbing (HLB) quarantine. NST also met with County Agricultural Commissioners (CAC) to strengthen relationships and provide a status update on Asian citrus psyllid (ACP) and HLB activities. NST met with CACs from Fresno, Imperial, Kern, Los Angeles, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, Tulare, and Ventura. Bob Atkins stated that the term "bulk citrus" is not well understood by small growers and that more outreach needs to be done.

Open Discussion on Outreach Activities

Krista Smith reported that an article will be published in the fall edition of Citrograph magazine focusing on the "Don't Move Citrus" campaign. A dedicated webpage is being developed on CaliforniaCitrusThreat.org regarding HLB quarantine zones. NST is exploring a Zone 3 quarantine tree tag pilot program with a "call to action" and QR code to direct residents to CaliforniaCitrusThreat.org for additional program information.

In partnership with Plant California Alliance, NST is developing educational materials for nurseries modeled after the California Certified Nursery Professional Program. Digital train-the-trainer workshops are also being developed. NST also secured a booth at the September 22-24, 2021 California League of Cities Conference to connect with elected officials.

UC Outreach Update:

Sara Khalid reported on behalf of Dr. Monique Rivera, that two webinars centered on ACP management are available on the University of California (UC) Integrated Pest Management (IPM) YouTube page, and the third will be posted on the UC Agricultural and Natural Resources (ANR) YouTube page.

CCM Outreach Update:

No Update.

CRB Outreach Update:

Marcy Martin reported that Citrus Research Board will host the California Citrus Conference on October 6, 2021 at the Wyndham hotel in Visalia and the International Research Conference on Huanglongbing in either September or October 2022.

New Issues - Discussion & Brainstorming:

Victoria Hornbaker encouraged participants to share ideas and discussion topics for outreach activities and four suggestions were offered: (1) NST should create a bookmark with ACP and HLB infographics; (2) CPDPP should connect with rare fruit growers and grafters, (3) the UC team should harmonize the UC ANR pesticide list with the UC IPM webpage, (4) it would be beneficial to publish editorials in areas where ACP and HLB have not been detected.

Other Items and Adjournment:

The meeting was adjourned at 2:47 pm. The next Outreach Subcommittee meeting will be held on October 6, 2021.