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OUTREACH UPDATE

August 4, 2021
WELCOME DYLAN LOMANTO

Government Relations and Public Affairs Specialist
Homeowner Outreach Activities
DON’T MOVE CITRUS OUTREACH CAMPAIGN

Media Outreach
- 46+ earned print, online and radio stories secured in English and Spanish
- 107 pickups via Newswire press release distribution

Advertising
- 452 radio ad spots in English and Spanish in Imperial, Santa Barbara and Fresno counties
- 3 billboards placed in Ventura, San Bernardino and Riverside counties
- Streaming radio advertising in Los Angeles, Riverside, San Bernardino and Orange counties
- English and Spanish Facebook ads

128 Million + campaign touch points
CONNECTING WITH HOMEOWNER AUDIENCES

Ongoing Media Outreach

- Secured interviews in San Luis Obispo County regarding Tamarixia releases
- Secured interview with Chino Hills Champion
- Op-Ed in Santa Barbara Independent

Community Events

- May 8 Redlands Farmers Market with Sandra Zwaal
Industry Outreach Activities
VIRTUAL PACKINGHOUSE MEETINGS

CPDPP hosted virtual meetings for packinghouses across major citrus growing regions, including:

- San Joaquin Valley
- Southern California
- Ventura/Central Coast
- More than 85 total RSVPs (as of July 22)
As ACP Populations Persist, California Citrus Program Pushes Forward with Growers in Mind

■ May 13, 2021

Keep Going, California! A Message from A Florida Grower

Statewide California has recently surpassed 2,300 residential trees to have been infected with Huanglongbing (HLB), and as the number continues to rise so does the worry of industry members. While HLB has not yet been detected in a commercial grove in California, slowing the spread of this deadly disease relies on the willingness of homeowners and citrus industry members alike to proactively and collectively implement any means possible to limit populations of the Asian citrus psyllid (ACP).

Program Promotion Campaign

- Targeted industry publications to promote maintaining best practices
  - Five contributed articles
  - Podcast interview
  - Digital advertising

Resources to Industry Members

- CitrusInsider.org
- Direct mailers
- Roadside banners
Elected Official Outreach Activities
To help protect the #California #citrus we love, a Huanglongbing (HLB) quarantine is in place to prevent the spread of this deadly citrus tree disease. See details, including quarantine zone restrictions in place: bit.ly/3xpwWG8

**Weeki’y Briefing**

From: Vamiendawnda

Huanglongbing (HLB) Citrus Quarantine

HLB can be spread by a dangerous pest called the Asian citrus psyllid (ACP) as it feeds on the leaves of citrus trees. HLB has been found in Los Angeles, Orange, San Bernardino and Riverside counties, but ACP populations have increasingly been found across the state. There are a handful of rules and regulations in place to help protect the California citrus we love, including an HLB citrus quarantine which places limits on the transport and movement of citrus plants and material to prevent the spread of the deadly disease HLB. An HLB citrus quarantine is in place throughout portions of Los Angeles, Orange, San Bernardino and Riverside counties in response to HLB detections in surrounding areas. For more information about this quarantine, connect.

**County Agricultural Commissioner Meetings**

- Reconnecting with county agricultural commissioners (CACs) across the state to identify additional outreach opportunities and areas for future collaboration
- Focus on building strong relationships with CACs in the HLB quarantine area, surrounding regions and in areas with a large citrus industry presence

**Elected Official Content Distribution**

- Focus on cities within HLB quarantine area
- Shared 30+ times via social media channels and newsletter distributions
Upcoming Activities
UPCOMING ACTIVITIES

• Citrograph Magazine
• Dedicated webpage on CaliforniaCitrusThreat.org regarding HLB quarantine zone
• Retail nursery education
  – Exploring opportunities with Plant California Alliance's CCN Pro program
  – Tree tags with CPDPD
• Exploring digital train-the-trainer workshops
• California League of Cities Conference