

FY 20-21

Agreements	Total Budget	Expenditures to Date
Nuffer Smith Tucker	\$ 1,025,118.72	\$ 486,790.35
Grower Liaisons	\$ 932,737.75	\$ 362,693.63
OEHHA	\$ 892,884.00	\$ 401,449.09
Total	\$ 2,850,740.47	\$ 1,250,933.07

Remaining Budget	
\$	538,328.37
\$	570,044.12
\$	491,434.91
\$	1,599,807.40



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



CONNECTING WITH HOMEOWNER AUDIENCES

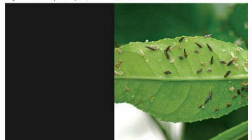
Ongoing Media Outreach

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

Champion Newspapers Chino Champion • Chino Hills Champion

Chino Valley under quaran movement

By Marianne Napoles Jul 3, 2021



A closeup view of the Asian citrus psyllid feeding on leaves at a 45-degree angle. Citrus Pest and Disease Prevention Program photo.

f t i s y

Residents in Chino and Chino Hills should not transport their brown insect called the Asian citrus psyllid that is spreading disease" detected in Montclair and Eastvale.

Santa Barbara Independent

Opinion

A Threat to Santa Barbara's Citrus Inches Closer

Residents and Growers Must Gear Up for the Fight



A tree in Florida diseased with Huanglongbing, caused by a bacteria carried by the Asian citrus psyllid. Credit: courtesy

KSBY CALIFORNIA'S CENTRAL COAST

Beneficial wasps released in SLO Co. to help combat deadly citrus tree disease



ASBY NEWS EVERETT WASH
OFFICIALS RELEASING WASPS TO FIGHT TREE DISEASE
SAN LUIS OBISPO COUNTY

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)

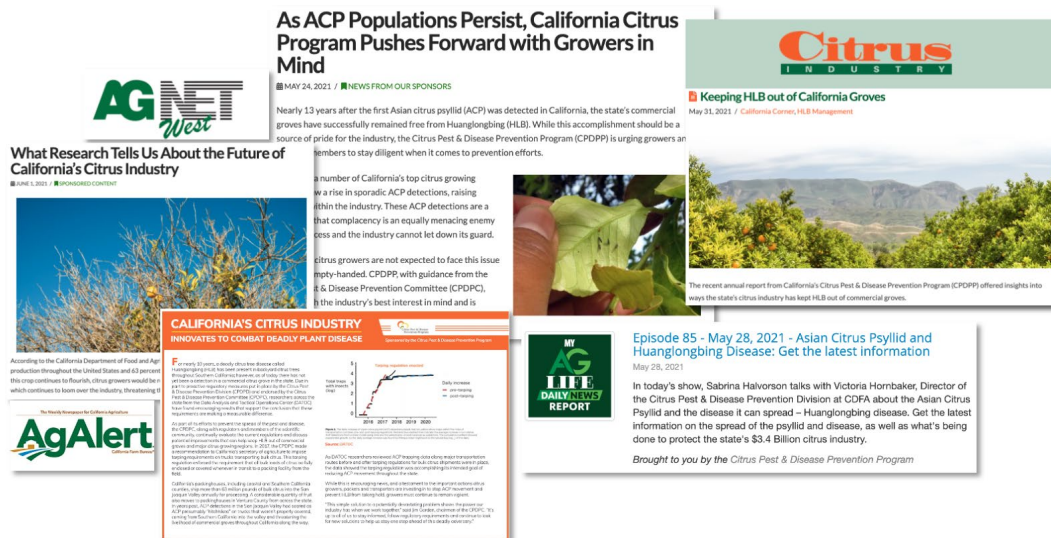
Citrus Pest & Disease Prevention Program Virtual Packinghouse Meeting



CONNECTING WITH INDUSTRY AUDIENCES

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



VISIT CITRUSINSIDER.ORG FOR:

- MAPS OF HLB DETECTIONS IN CA
- TREATMENT AND REGULATORY PROTOCOL
- INDUSTRY EVENTS AND WORKSHOPS
- AND MUCH MORE!



CITRUS INSIDER

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 many 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).

CITRUS INDUSTRY MUST WORK TOGETHER!

- INSPECT TREES FOR ASIAN CITRUS PSYLLIDS.
- DON'T TRANSPORT LEAVES AND STEMS.
- FULLY COVER ALL TRANSPORT TRUCKS.
- COORDINATE TREATMENTS WITH NEIGHBORS.



Elected Official Outreach Activities

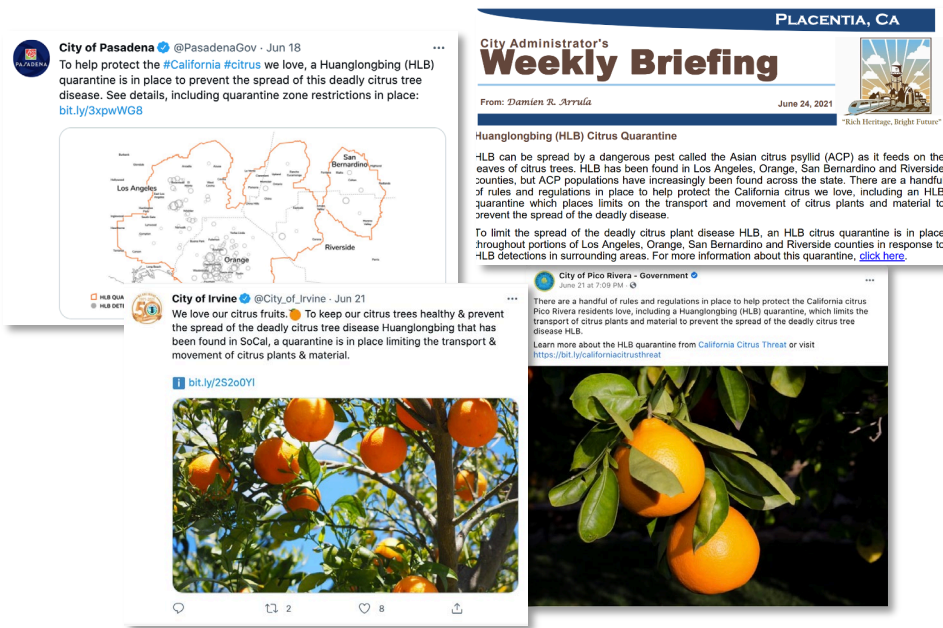
CONNECTING WITH ELECTED OFFICIALS

Elected Official Content Distribution

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

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



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