

## FY 20-21

| Agreements          | Total Budget    | Expenditures to Date | Remaining Budget |
|---------------------|-----------------|----------------------|------------------|
| Nuffer Smith Tucker | \$ 1,025,118.72 | \$ 414,476.90        | \$ 610,641.82    |
| Grower Liaisons     | \$ 932,737.75   | \$ 260,653.10        | \$ 672,084.65    |
| OEHHA               | \$ 892,884.00   | \$ 401,449.09        | \$ 491,434.91    |
|                     |                 |                      |                  |
| Total               | \$ 2,850,740.47 | \$ 1,076,579.09      | \$ 1,774,161.38  |

FY 20-21

| Grower Liaison Contracts                      | Oct-20 | Nov-20       | Dec-20       | Jan-21       | Feb-21       | Mar-21       | Apr-21       | May-21       | Jun-21       | Total         |
|---|--------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Agtegrity Inc. (18-0280 Imperial) FY 20-21    | \$ -   | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ -         | \$ 1,920.00  | \$ 1,920.00   |
| Tecolote IPM Consulting (19-0002 Fresno)      | \$ -   | \$ -         | \$ 1,050.00  | \$ 1,233.68  | \$ 1,075.00  | \$ 1,425.00  | \$ -         | \$ -         | \$ 1,450.00  | \$ 6,233.68   |
| Judy Stewart-Leslie Consulting (19-0003 Kern) | \$ -   | \$ 6,142.50  | \$ -         | \$ 5,171.25  | \$ 7,901.25  | \$ 4,987.50  | \$ -         | \$ 3,176.25  | \$ 6,090.00  | \$ 33,468.75  |
| Sandra Zwaal (19-0004 San Bernardino)         | \$ -   | \$ 6,310.83  | \$ 5,006.20  | \$ 4,265.05  | \$ 3,436.56  | \$ 4,753.84  | \$ 5,533.36  | \$ 5,590.64  | \$ 5,745.36  | \$ 40,641.84  |
| Cressida Silvers (19-0005 Santa Barbara/SLO)  | \$ -   | \$ -         | \$ -         | \$ 3,775.00  | \$ -         | \$ 5,075.00  | \$ 1,150.00  | \$ -         | \$ 3,725.00  | \$ 13,725.00  |
| Teri Blaser (19-0007 N. Tulare)               | \$ -   | \$ -         | \$ -         | \$ 5,725.00  | \$ 975.00    | \$ -         | \$ -         | \$ 6,900.00  | \$ -         | \$ 13,600.00  |
| JML Consulting (19-0008 S. Tulare)            | \$ -   | \$ 2,156.25  | \$ -         | \$ 2,343.75  | \$ -         | \$ 7,481.25  | \$ -         | \$ 5,137.50  | \$ 2,475.00  | \$ 19,593.75  |
| Cressida Silvers (19-0009 N. Ventura)         | \$ -   | \$ -         | \$ -         | \$ 2,950.00  | \$ -         | \$ 3,200.00  | \$ 2,075.00  | \$ -         | \$ 2,200.00  | \$ 10,425.00  |
| Sandra Zwaal (19-0010 S. Ventura)             | \$ -   | \$ 4,825.00  | \$ 4,556.68  | \$ 4,125.00  | \$ 4,249.88  | \$ 4,125.00  | \$ 6,400.00  | \$ 5,050.00  | \$ 6,075.00  | \$ 39,406.56  |
| Total   | \$ -   | \$ 19,434.58 | \$ 10,612.88 | \$ 29,588.73 | \$ 17,637.69 | \$ 31,047.59 | \$ 15,158.36 | \$ 25,854.39 | \$ 29,680.36 | \$ 179,014.58 |

Total for All Agreements \$ 260,653.10

FY 20-21

| Grower Liaison Contracts                            | Oct-20 | Nov-20      | Dec-20      | Jan-21       | Feb-21       | Mar-21       | Apr-21      | May-21       | Jun-21       | Total        |
|---|--------|-------------|-------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|
| Teri Blaser (21-0001 Fresno)                        | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Agtegrity (20-0001 Imperial)                        | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Judy Stewart (21-0006 Kern)                         | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Janx Ag (20-0007 Riverside)                         | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Sandra Zwaal (21-0005 San Bernardino)               | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Sandra Zwaal (20-0045 San Diego)                    | \$ -   | \$ 4,937.50 | \$ 6,843.75 | \$ 6,437.50  | \$ 10,293.23 | \$ 6,363.78  | \$ -        | \$ 16,137.06 | \$ 8,215.70  | \$ 59,228.52 |
| Cressida Silvers (21-0008 Santa Barbara/ SLO)       | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Rancho La Paz De Mi Corazon LLC (20-0006 Statewide) | \$ -   | \$ -        | \$ -        | \$ 4,470.00  | \$ 3,360.00  | \$ 4,170.00  | \$ 3,210.00 | \$ 3,600.00  | \$ 3,600.00  | \$ 22,410.00 |
| Teri Blaser (21-0002 Tulare)                        | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| JML Consulting (21-0003 Tulare)                     | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Sandra Zwaal (21-0004 Ventura)                      | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Cressida Silvers (21-0007 Ventura)                  | \$ -   | \$ -        | \$ -        | \$ -         | \$ -         | \$ -         | \$ -        | \$ -         | \$ -         | \$ -         |
| Total   | \$ -   | \$ 4,937.50 | \$ 6,843.75 | \$ 10,907.50 | \$ 13,653.23 | \$ 10,533.78 | \$ 3,210.00 | \$ 19,737.06 | \$ 11,815.70 | \$ 81,638.52 |

Nuffer Smith Tucker (FY 20-21 Invoices)

| Oct 20 | Nov-20 | Dec 20 | Jan 21       | Feb 21        | Mar 21        | Apr-21 | May-21       | Jun 21       | Total         |
|--------|--------|--------|--------------|---------------|---------------|--------|--------------|--------------|---------------|
| \$ -   | \$ -   | \$ -   | \$ 52,978.86 | \$ 119,571.05 | \$ 118,434.55 | \$ -   | \$ 66,161.56 | \$ 57,330.88 | \$ 414,476.90 |



# OUTREACH UPDATE

October 5, 2021



# COORDINATED OUTREACH ACROSS ALL AUDIENCES

In September 2021, in-person outreach opportunities were back in business for CPDPP.

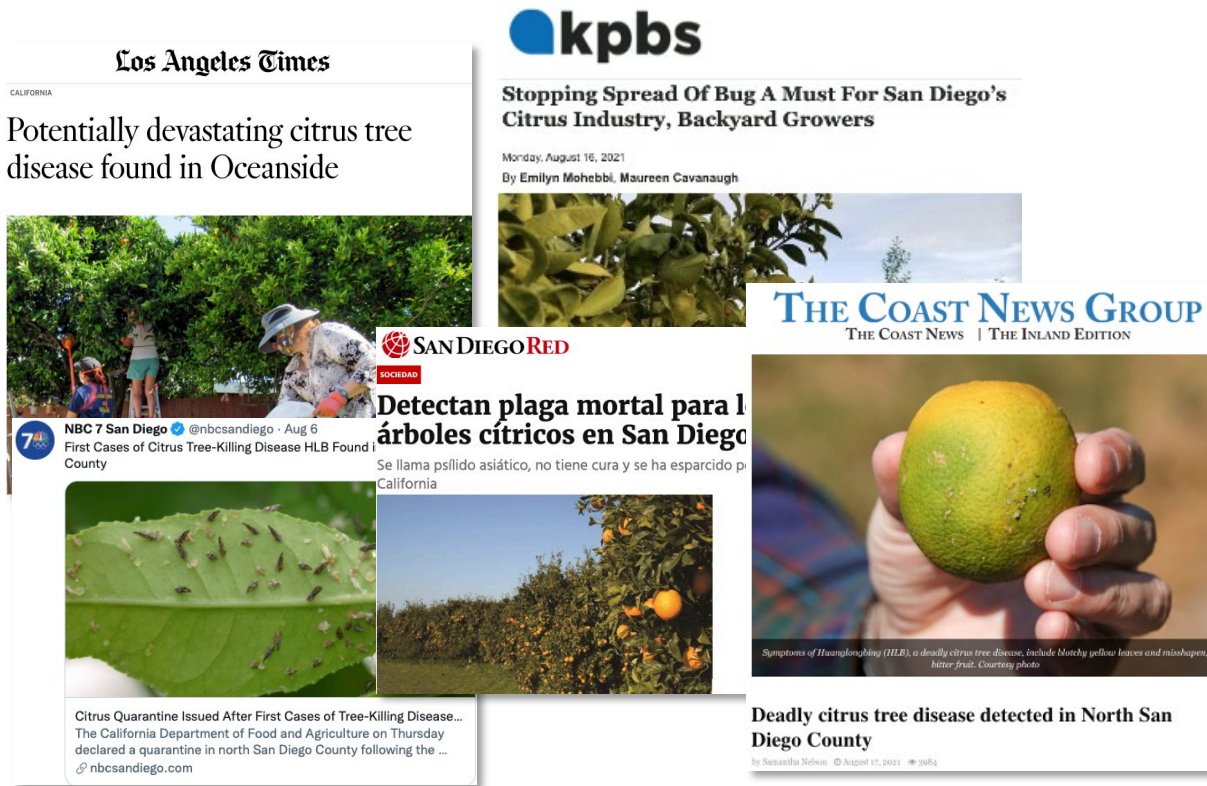
- Crop Consultant Conference
- Oceanside Harbor Days
- California Contract Cities Association
- League of California Cities



# SAN DIEGO HLB QUARANTINE EXPANSION

## Media Coverage

- 48+ earned print, online and radio stories secured in English and Spanish.



## San Diego County Grower Meeting

- Coordinated hybrid in-person and virtual grower meeting.
- Presentations by Grower Liaison Sandra Zwaal, CDFA, San Diego CAC, UC and San Diego County PCD.



1.67+ Million  
impressions

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# Homeowner Outreach Activities

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# MEDIA OPPORTUNITIES TO CONNECT WITH HOMEOWNERS

## Ongoing Media Outreach

- Secured interview in San Luis Obispo County regarding *Tamarixia* releases.
- Secured interview with Kern Valley Sun.



## Media Training

- Media training with CPDPD staff.
- CDFA staff participating in media training had the opportunity to conduct mock interviews in English and Spanish.





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# Industry Outreach Activities

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# SHARING IMPORTANT INDUSTRY MESSAGES

## Media Outreach

- Connecting with industry publications to amplify program messaging and best practices.



### Citrus Producers Encouraged to Engage with Grower Liaisons

AUGUST 9, 2021 / FRUITS & VEGETABLES, RADIO REPORTS

The Citrus Pest & Disease Prevention Program (CPDPP) is encouraging producers to engage with their local grower liaisons. The CPDPP works collaboratively with researchers, scientists and commercial citrus growers from HLB. As part of that effort, grower liaisons select Agriculture act as a conduit to industry members for its place. The CPDPP encourages all growers to interact with



### Growers Urged to Participate in Kern County Coordinated Treatment

Imperial County growers in San Diego County will be working with

Printed on 08/19/2021



## Citrus Insider

- Identifying ways to improve site navigation and increase traffic.
- Encouraging participation in coordinated fall treatments.



Citrus Pest & Disease Prevention Program

## CITRUS INSIDER

August 19, 2021

### Growers Urged to Participate in Kern County Coordinated Treatment

San Joaquin Valley

A significant number of Asian citrus psyllid (ACP) detections in Kern County – more than 115 since this time last year – is a stark reminder to remain vigilant against the pest and the deadly disease it can spread, Huanglongbing (HLB). Last week, an adult ACP was confirmed from a commercial citrus trap in the east Edison area. This detection, along with two recent detections in Arvin residential properties, provides more urgency for growers with citrus east and south of Bakersfield to participate in the upcoming coordinated treatment.



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# Elected Official Outreach Activities

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# DESKSIDE BRIEFINGS AND CONNECTING WITH OFFICIALS

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## HLB in Oceanside

- Held deskside briefing with city of Oceanside.
- Communicated with Oceanside, Vista and Carlsbad regarding implications of new HLB quarantine.



## Continued Outreach

- Ongoing research on cities in and near HLB quarantine areas with city-owned citrus trees.
- August Citrus Hero Award: City of Irvine.
- September Citrus Hero Award: City of Oceanside.

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# Upcoming Outreach Activities

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# UPCOMING ACTIVITIES

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- Developing social media influencer campaign plans.
- Finalizing dedicated webpage on CaliforniaCitrusThreat.org regarding HLB quarantine zone.
- CaliforniaCitrusThreat.org optimization for best user experience; SEO best practices.
- Refresh of CaliforniaCitrusThreat.org.
- Retail nursery education
  - Exploring opportunities with Plant California Alliance's CCN Pro program.
  - Tree tags with CPDPD.
- Citrograph magazine column.
- Exploring digital train-the-trainer workshops for field crew.





Grower Liaison Outreach Updates  
CPDPC Outreach Subcommittee Meeting  
October 5, 2021



CITRUS PEST & DISEASE  
PREVENTION DIVISION  
CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE



# Central District: Grower Liaison Outreach Updates

- Fresno, Madera, Northern Tulare:
  - Teri attended and helped monitor the CPDPP Booth at Crop Consultant Conference in Visalia.
- Kern County:
  - Judy thanks the Citrus Insider and the Psyllid Management Area Team Leaders for assisting in making sure the growers and PCA's in the treatment area were informed of coordinated treatments for citrus growers.





# Southern Districts: Grower Liaison Outreach Updates

- Ventura County:
  - Treatment reminders sent to growers.
  - Citrus layer and contacts continually being updated.
- San Bernardino County:
  - ACP/HLB updates are now being presented at the monthly San Bernardino Farm Bureau meetings.







# Southern Districts: Grower Liaison Outreach Updates Continued

- San Diego County:
  - Sandra is scheduled to present and monitor a booth at the San Diego Farm Bureau Farm and Nursery Expo in November.
- Santa Barbara County/San Luis Obispo Counties:
  - Cressida emailed reminders to growers and affiliates as part of the monthly email updates.

