

# Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$742,086	\$373,109	\$368,976	50%
FY21-22 (Current)	\$663,824	\$237,480	\$426,344	35%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$974,997	\$864,531	\$110,465	88%
FY21-22 (Current)	\$880,780	\$279,537	\$601,242	31%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$892,883	\$429,040	\$463,842	48%
FY21-22 (Current)	\$971,785	\$267,319	\$704,465	27%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$2,609,966	\$1,666,682	\$943,284	63%
FY21-22 (Current)	\$2,516,389	\$784,336	\$1,732,052	31%



# OUTREACH UPDATE

May 4, 2022

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# Homeowner Outreach Activities

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# SPRING GARDENING OUTREACH

## National Garden Month

- Distributed press release garnering 323 pickups
- Earned media outreach
- English and Spanish Audio News Releases



**CALIFORNIA CITRUS OWNERS ENCOURAGED TO SPRING BACK INTO THE GARDEN DURING NATIONAL GARDEN MONTH**



Citrus Pest & Disease Prevention Program

PEST & DISEASE PROTECT YOUR CITRUS CALIFORNIA CITRUS NEWS RESOURCES CONTACT

### SE EXHORTA A LOS DUEÑOS DE CÍTRICOS EN CALIFORNIA A QUE VUELVAN AL JARDÍN DURANTE EL MES NACIONAL DE LOS JARDINES

Los residentes deben continuar cuidando los cítricos para mantenerlos sanos y sin enfermedades

SACRAMENTO, California – 5 de abril de 2022 – Después del auge de la jardinería durante la pandemia del COVID-19, es importante que los dueños de cítricos de jardín continúen cuidándolos durante el Mes Nacional de los Jardines este abril y en el futuro, ya que la falta de mantenimiento podría ser una invitación para la enfermedad arbórea mortal llamada Huanglongbing (HLB).

Gardening:

## Backyard Citrus Tree Growers

Following a gardening boom during the COVID-19 pandemic, it's important for backyard citrus owners to continue to care for their citrus trees during National Garden Month this April and beyond, as a lack of maintenance could be an invitation for a deadly plant disease called Huanglongbing (HLB).

The National Gardening Association found that the COVID-19 pandemic sparked 18.5 million new gardeners across the United States. During National Garden Month, the Citrus Pest and Disease Prevention Program is encouraging backyard citrus growers to recommit themselves to their gardens with tips to protect their citrus trees from pests and diseases.

One of the biggest disease threats to California citrus is HLB, which can be spread by a pest called the Asian citrus psyllid (ACP) as it feeds on the leaves of citrus trees. Both the pest and disease have been found in the state of California and citrus tree owners should be on high alert. While not harmful to humans or animals, there is no cure for HLB, and infected trees will die. A symptom of Huanglongbing is yellow discoloration on leaves that is asymmetrical, meaning not the same on both sides of the leaf. When Asian citrus psyllids feed on citrus tree leaves, they can cause a twisting damage to the leaf.

"Our California citrus is threatened by the ACP and HLB, so pest and disease management is crucial to protecting not only your own trees, but also your neighbors' trees and the state's citrus production," said Victoria Hornbaker, director of the Citrus Pest and Disease

Prevention Division at the California Department of Food and Agriculture. "Commercially grown California citrus is a \$3.4 billion industry, which could be lost if HLB is not stopped. Community support is critical to saving our iconic state staple, and that's why we encourage at-home gardeners to follow these best practices to keep their trees fruitful for years to come."

#### To grow healthy California citrus

- Inspect for the ACP (typically found on new leaf growth) and HLB symptoms monthly, or whenever watering, spraying or pruning your trees. Learn what to look for on the site: [californiacitrusthreat.org](http://californiacitrusthreat.org).
- Apply proper products to keep pests at bay. Ask your local nursery or garden center about which products are best.
- Keep ants off your citrus tree. Ants protect harmful pests like the ACP. Place ant bait around citrus trees and follow the product's label instructions.
- While harvesting fruit, clip the fruit off at the stem and remove all leaves. If you're sharing fruit with neighbors, any leaves or stems attached could unknowingly spread pests, including the ACP.
- Be sure to dry out citrus tree clippings or double bag them before removing the plant material from the property.
- Cooperate with state agricultural officials who may be inspecting trees in your area. If you see an agricultural official, it may mean that the ACP or HLB has been found near your home.

### Diseased Citrus Trees



Article and photos provided by the Citrus Pest and Disease Prevention Program. For more information on ACP and HLB prevention, visit [CaliforniaCitrusThreat.org](http://CaliforniaCitrusThreat.org).

### Healthy Citrus Trees



# SPRING GARDENING OUTREACH

## Advertising & Events

- Targeted social media ads
- Social media influencer campaign partnerships
- Elected official content distribution
- Highland Citrus Festival and National Orange Show Fair



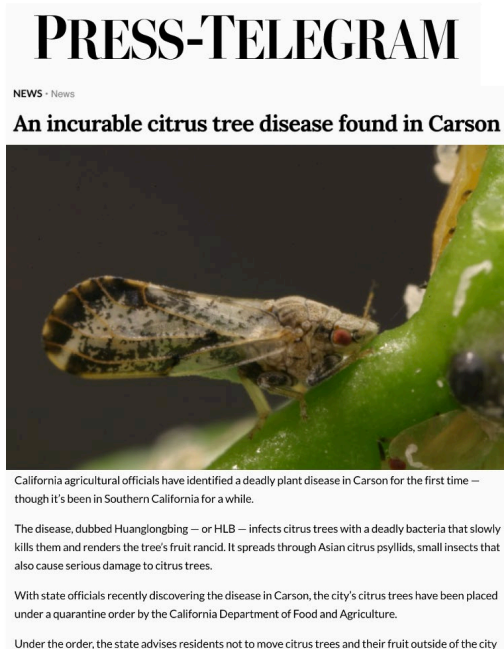
# RECENT MEDIA COVERAGE AND OUTREACH

## Recent Media Outreach

- Outreach in Carson and Downey regarding first HLB detections
  - Earned media in Daily Breeze, Press-Telegram and Fresh Plaza

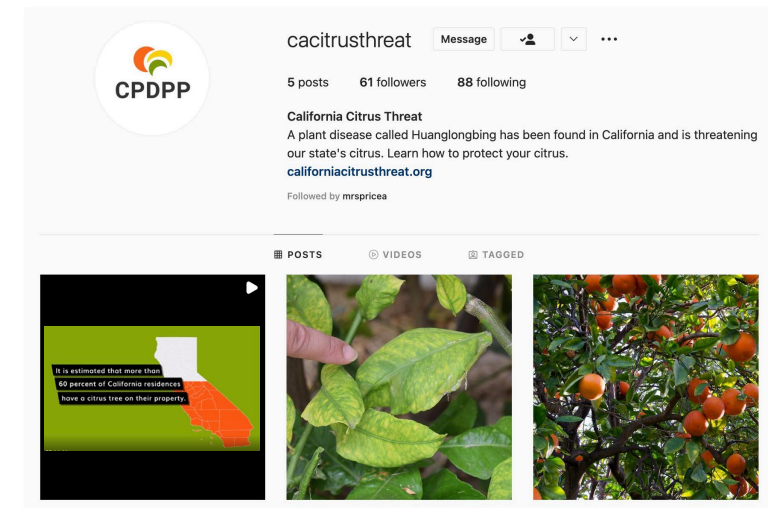
DAILY BREEZE  
News

Fresh  
Plaza



## Instagram Launch

- New Instagram page for CPDPP
- Optimizing Influencer outreach
- @CACitrusThreat



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**CaliforniaCitrusThreat.org**  
**Refresh**

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# REQUEST FOR INPUT: CALIFORNIA CITRUS THREAT

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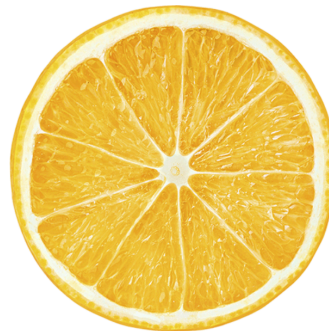
## CaliforniaCitrusThreat.org Refresh

- To best educate homeowners, are there any additional types of content, resources or tools do you believe should be present on CaliforniaCitrusThreat.org?



Citrus Pest & Disease Prevention Program

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### A Threat to California Citrus

A plant disease that kills citrus trees has been found in California. The disease, called Huanglongbing or citrus greening disease, isn't harmful to humans, but it is fatal for citrus trees and has no cure. The disease is spread by a pest called the Asian citrus psyllid as it feeds on citrus tree leaves. Until researchers find a solution, California homeowners who enjoy growing fresh citrus fruit in their yards, and California farmers tending to \$3.4 billion worth of citrus fruit trees must work together to protect their trees. Learn more about [how to detect the pest and disease](#) and protect California's beloved citrus heritage.



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# **Elected Official Outreach Activities**

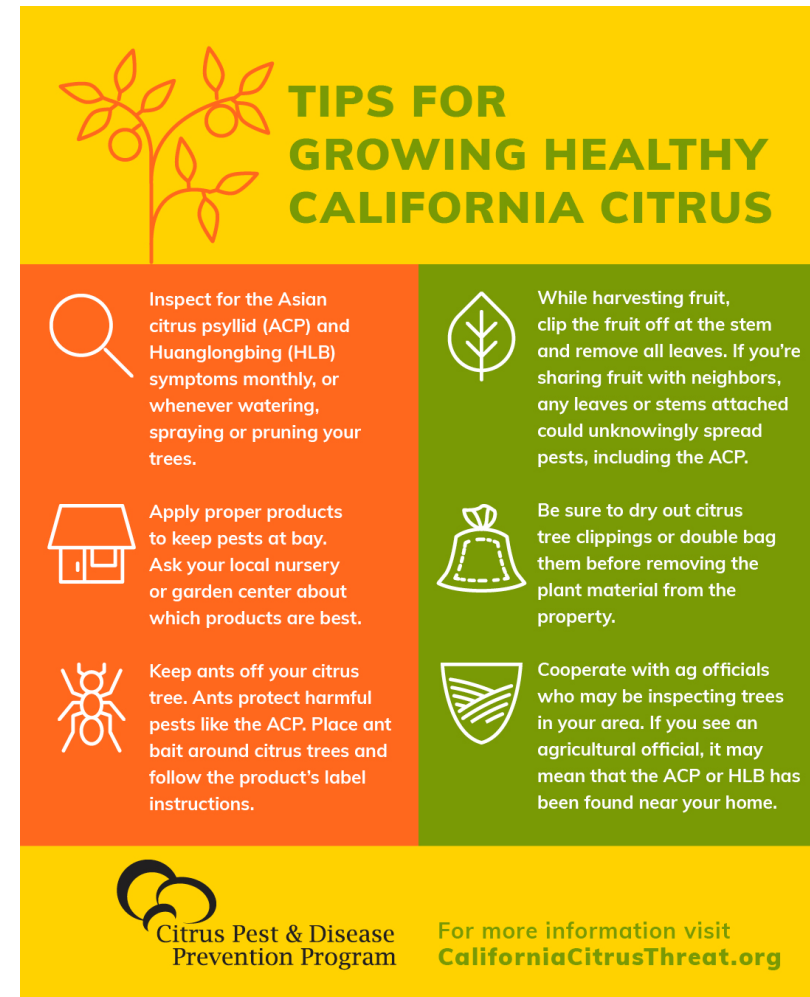
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# ELECTED OFFICIAL OUTREACH

## Connecting with Elected Officials

- Southern California Association of Governments Regional Conference
- California Contract Cities Association Annual Municipal Seminar
- City of Carson deskside briefing
- Quarterly content distribution
  - Customized content, with a focus on Spring gardening tips, to be shared on their websites, newsletters or social media pages



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# Upcoming Outreach Activities

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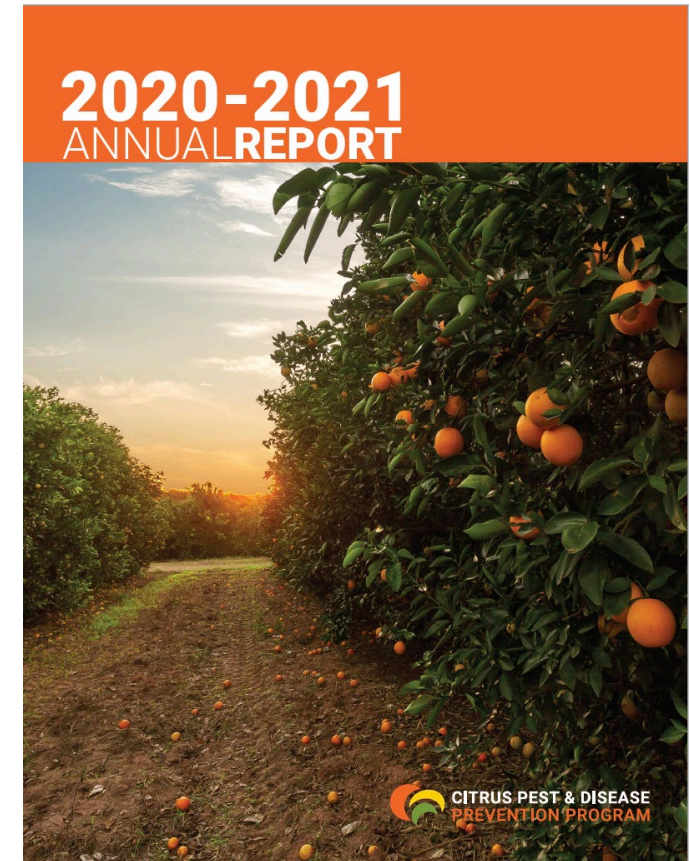


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# CURRENT AND UPCOMING ACTIVITIES

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- UC Riverside Insect Fair
- Univision interview with CPDPD staff
- Tamarixia Outreach in Santa Clara County
- City of Carson deskside briefing
- Content development for CaliforniaCitrusThreat.org refresh
- Hyperlocal event research
- Science Advisory Panel facilitation







Grower Liaison Updates  
CPDPC Outreach Meeting  
May 4, 2022



# Central District: Grower Liaison Updates

## Fresno, Madera, Northern Tulare: Teri Blaser

- No new ACP finds.
- Updating/Reaching out to PMA team leaders.

## Southern Tulare: Jessica Leslie

- No new ACP finds.
- The last residential trap find was in the city of Tulare.
- There have been no new trap finds in the area and all treatments have been completed.
- Updating/Reaching out to PMA team leaders.







# Central District: Grower Liaison Updates Continued

## Kern County: Judy Zaninovich

- There have been no new ACP detections to date in Kern County for 2022.
- Judy continues to urge growers and PCA's to stay vigilant, consider adding an ACP-effective material in their spring foliar treatments, and highlight the importance of their participation in keeping ACP numbers low.

# Central District: Grower Liaison Updates Continued

## Ventura County: Cressida Silvers and Sandra Zwaal

- The 2022/2023 ACP area-wide treatment schedule for growers has been distributed.
- The next ACP Task Force meeting is scheduled for May 31 and will be facilitated by the new Farm Bureau CEO.
- New grower meeting is expected prior to fall area wide treatment for growers.

## San Luis Obispo County: Cressida Silvers

- There have been no new ACP detections in the county.
- Grower treatment for the most recent detection was completed on Jan 13.





# Southern District: Grower Liaison Updates

## San Bernardino County: Sandra Zwaal

- Due to the continued HLB positive residential finds in Ontario, additional effort has been made to bring ACP and HLB outreach and awareness in the county.
- New banners are being created across highways.
- Both the San Bernardino and Riverside GLs, Sandra and Tom, are collaborating and coordinating a Field Day for growers. This event is expected to occur in May.
- The San Bernardino Master Gardeners hosted and presented at an Ontario meeting for residential citrus growers.





# Southern District: Grower Liaison Updates Continued

## San Diego County: Sandra Zwaal

- Sandra is coordinating grower meetings and a Field Day to encourage grower participation and in preparation for the updating ACP area-wide treatments for growers.
- The San Diego pest control district (PCD) has scheduled the next ACP area-wide treatments for growers from May 16 to May 30.

## Imperial County: Curtis Pate

- ACP detection dogs over the last few weeks have surveyed or helped to survey half of the growing zones in Imperial with live ACP finds in every growing zone surveyed.
- Active finds have predominantly been a few adults and lots of eggs but very few nymphs.
- Citrus Commodity Survey will be active in Imperial County the first week of May.
- Working with the Ag Commissioner's office to fill any communication gaps with growers on spray re-entry or any other issues.



## **CPDPC OUTREACH SUBCOMMITTEE MEETING UPDATES-GROWER LIAISONS**

### **IMPERIAL COUNTY:**

The Canine Detection Team has been a great asset to Imperial County citrus this spring. Over the last few weeks, they have surveyed or helped to survey half of the growing zones in Imperial with live ACP finds in every growing zone surveyed so far. The canine team has even found dead ACP adults and non-viable eggs. Active finds have predominantly been a few adults and lots of eggs but very few nymphs. Detections of live ACP have occurred in orchards that were treated within the week with Delegate or abamectin for thrip. We had high levels of springtime ACP in 2016 but not since.

Citrus Commodity Survey will be active in Imperial County the first week of May. I am working with the Ag Commissioner's office to fill any communication gaps with growers on spray re-entry or any other issue that could hamper access for the survey.

### **VENTURA COUNTY:**

The 2022/2023 ACP area-wide treatment schedule has been distributed. The new schedule remains routine and similar to the previous years' schedule prepared by the Ventura Co. ACP Task Force (*and*) in collaboration with UC scientists. As with previous schedules, the treatments begin on the east side of county and work their way west with adjacent PMAs treating within a 2-3 week window that overlaps the next treatment window by 1 week.

The next ACP Task Force meeting is scheduled for May 31 and will be facilitated by the new Farm Bureau CEO. Additional task force members have been added as previous members have retired.

Sandra and Cressida continue to update the citrus layer as new ownership is discovered or when citrus has been removed/newly planted.

### **SAN DIEGO COUNTY**

Sandra is coordinating grower meetings and a Field Day to encourage grower participation and in preparation for the updating ACP area-wide treatments. The Valley Center meeting is scheduled for April 27<sup>th</sup>, the Fallbrook meeting is scheduled for April 30<sup>th</sup>, and the Field Day is scheduled for May.

The San Diego pest control district (PCD) has scheduled the next ACP area-wide treatments for May 16 to May 30. All citrus growers, including those not in the PCD, are encouraged to treat during this timeframe.

The San Diego Co. citrus layer continues to be updated by Sandra.

## **SAN BERNARDINO COUNTY**

Due to the continued HLB positive residential finds in Ontario, additional effort has been made to bring ACP and HLB outreach and awareness in the county. The ACP Task Force meetings have resumed and along with the Ag Commissioner's office have identified new booth event opportunities and requested large banners for major highway areas.

ACP treatment reminders were distributed to growers for the Spring treatments beginning Apr 15.

A Field Day is expected in May. This will be hosted by both the San Bernardino and Riverside GLs, Sandra and Tom.

## **KERN COUNTY**

There have been no ACP detections to date in Kern County for 2022. The last detection was in early December 2021. The total number of detections last year was **18** compared to 113 detections in 2020 - a significant reduction in detections from the previous year.

Judy reminds the industry that history shows ACP trap detections to be very low in the spring but if conditions are right, the low level or undetected ACP can develop into a high population by the fall. So, she continues to urge growers and PCA's to stay vigilant, consider adding an ACP-effective material in their spring foliar treatments, and highlight the importance their participation in keeping ACP numbers low.

## **FRESNO, MADERA TULARE COUNTIES**

There have been no new finds of ACP, either on traps or live catches. Teri continues to communicate with growers and PCAs in Fresno, Madera, and Northern Tulare Counties announcements of meetings and new, relevant information regarding citrus through her updates.