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	\$307,946	\$355,877	46%
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	\$411,220	\$469,559	46%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
OEHHA Expenditures FY20-21 (Prior Year)	Agreement Budget \$892,883	Expenditures \$429,040	Ŭ	-
		-	Balance	Expended
FY20-21 (Prior Year)	\$892,883	\$429,040	Balance \$463,842	Expended 48%
FY20-21 (Prior Year) FY21-22 (Current)	\$892,883 \$971,785	\$429,040 \$267,319	Balance \$463,842 \$704,465 Remaining	Expended 48% 27% Percentage



OUTREACH UPDATE

July 6, 2022



Homeowner Outreach Activities

ADVERTISING AND SOCIAL MEDIA PARTNERSHIPS

- According to Nielsen, 71% of consumers trust advertising, opinions and product placements from influencers.
 - CPDPP partnerships on Instagram, Facebook and TikTok.
- Compared California Citrus Threat ··· ×
 A dangerous pest called the Asian citrus psylid has been found in the Clayton North area. Agriculture crews are in your community looking for the pest to protect local citrus trees. Learn what to expect when agriculture crews visit your home.
 Sandiegofoodiefan I didn't not know that about the leaves is a subject of the pest to protect local citrus trees. Learn what to expect when agriculture crews visit your home.
 Sandiegofoodiefan I didn't not know that about the leaves is a subject of the pest to protect local citrus trees. Learn what to expect when agriculture crews visit your home.
 Compared California Citrus Threat is great to know! Hopefully one day we can try some lemon picking is 20

 Shared content on tips for growing, harvesting and sharing homegrown citrus to prevent the spread of HLB and the ACP.



Comment

Share

MULTICULTURAL OUTREACH

Media Outreach

- Outreach to Hispanic news outlets on awareness of the ACP and HLB and tips on how to prevent the spread.
 - Broadcast and print
- Tamarixia outreach to Asian language news outlets regarding releases in Santa Clara County.
 - Print and online



终端学就会站着。必须接续,要型止美型肉的建模算证,最有效力式就是预防召用和核

amarixia radiata是一種非常線小,沒有對計的寄生性素簡,可作為保護相構業調和

土生枢梯樹的天然生物控制手段。用來與低亞洲枢梯木里的數目,這種英語對人類和指

物無害。但是會寄生在亞洲組織木蛋的幼蟲上。今其無法營育為成蟲。Tamarixia

radiata不會寄生在任何其他昆蟲上,而且只在亞洲鄉總未集出現的地方停留

Bồ Nông Nghiệp và Thực Phẩm California Đang Thả Hàng Ngàn Côn Trùng Ra Tuấn N

SACRAMENTO, Calif. – 2 tháng 5, 2022 – Để giúp ngẫn chặn sự lây lan của cần bệnh có tên gọi là Bệnh Vàng Lá Gần Xanh hay Huanglongbing (HLB) gây chết giống cây cam quýt, căn bệnh đe dọa giống cây trái có múi được yêu thích của California, hàng nghìr n côn trùng nhỏ gọi là Tamarixia Radiata được thả vào các khu vực lần cận của Hạ santa Clara trong tuần này để giảm số lượng rấy chống cánh Châu Á (ACP) – một loạ tôn trùng lây lan gây bệt





自動於湯圓傳播可設死柑橘樹之疾症的侵略性質

加州食品和農業部本週釋放
加利福尼亞州
備受加州珍愛
以降低傳播該
黃龍病是一種
會在柑橘樹和
繼續蔓延,最

Industry Outreach Activities

STAYING ENGAGED WITH THE CITRUS INDUSTRY

Annual Report

2022.

- 4,800+ reports mailed to compliance agreement holders.
- Fruit for Thought E-newsletter: 50% open rate.
- In June, we saw a 91% increase in our average number of new subscribers per month from the past six months in



Tulare County Grower Meeting

- Coordinated with CPDPD and Northern Tulare County Grower Liaison Teri Blaser on Tulare County Citrus Grower Meeting as a result of recent ACP detections in the area.
 - 80 participants



Industry Members Encouraged to Increase Vigilance Following Recent ACP Detections

San Joaquin Valley

Following recent Asian citrus psyllid (ACP) detections in the Central Valley over the last few weeks, growers, packers, haulers and all citrus industry members are encouraged to be extra vigilant in their ACP mitigation steps and adherence to regulatory practices. Upcoming Outreach Activities

CURRENT AND UPCOMING ACTIVITIES

- Pauma Valley, San Diego County outreach
- Additional social media influencer partnerships
- Content development for CaliforniaCitrusThreat.org refresh
- Video content development
- Science Advisory Panel facilitation
- Chula Vista Lemon Festival August

