

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 |
| 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 | \$986,485 | \$1,529,901 | 39% |



OUTREACH UPDATE

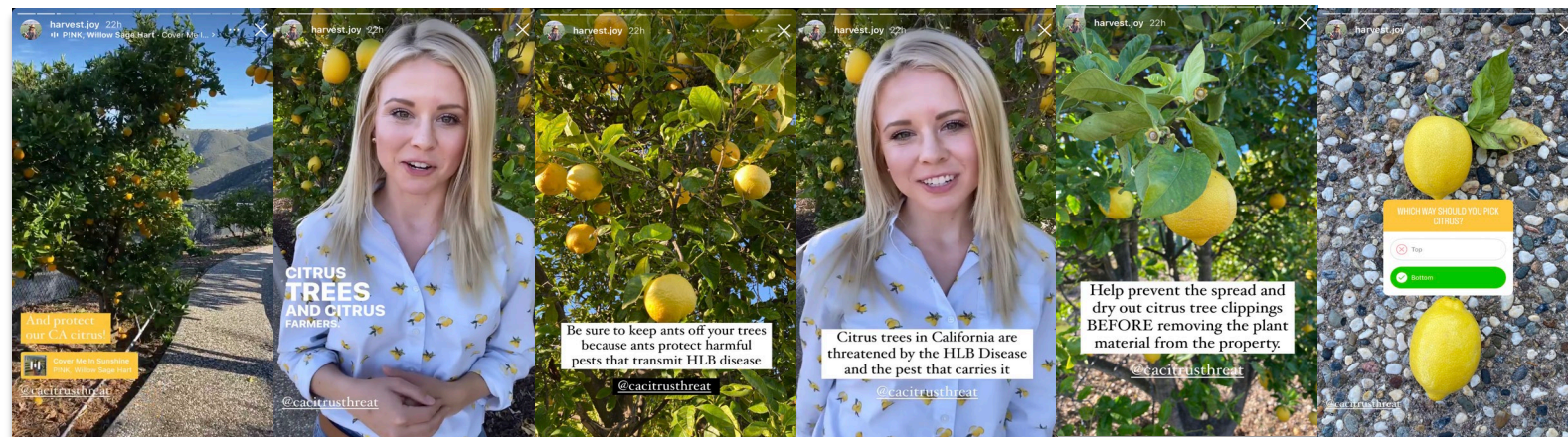
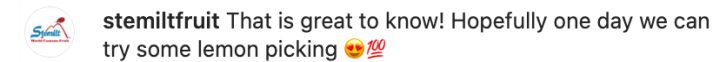
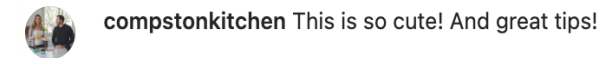
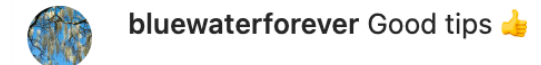
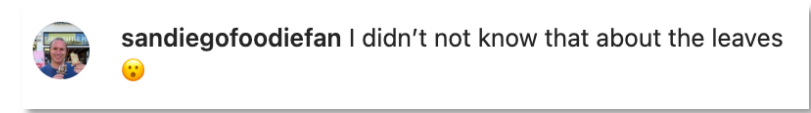
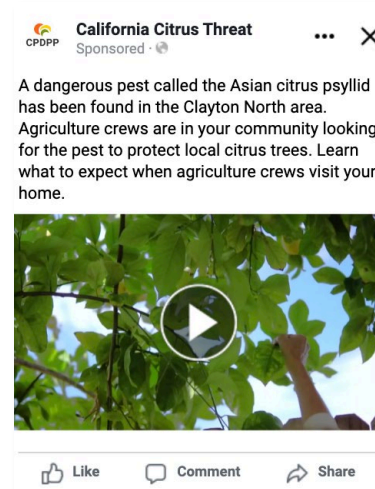
July 6, 2022

Homeowner Outreach Activities



ADVERTISING AND SOCIAL MEDIA PARTNERSHIPS

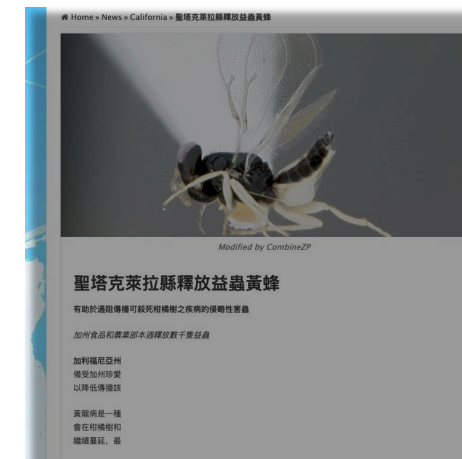
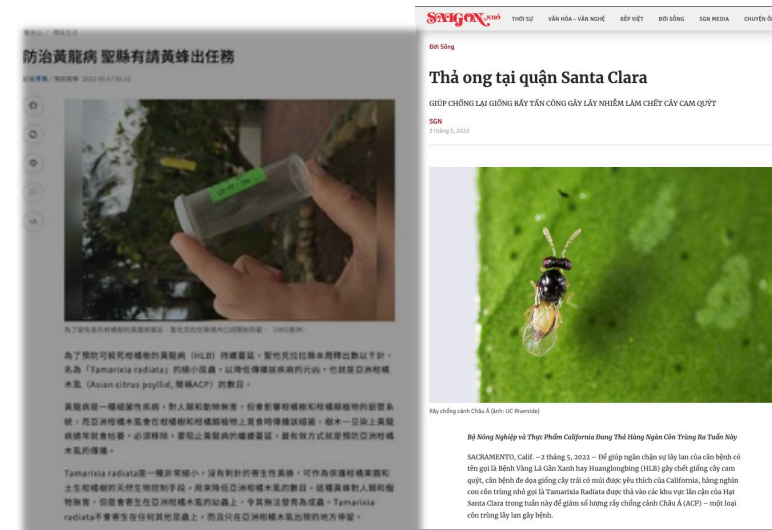
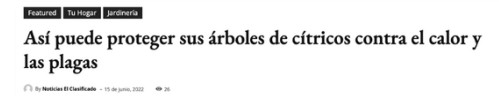
- According to Nielsen, 71% of consumers trust advertising, opinions and product placements from influencers.
 - CPDPP partnerships on Instagram, Facebook and TikTok.
- Shared content on tips for growing, harvesting and sharing homegrown citrus to prevent the spread of HLB and the ACP.



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



Industry Outreach Activities



STAYING ENGAGED WITH THE CITRUS INDUSTRY

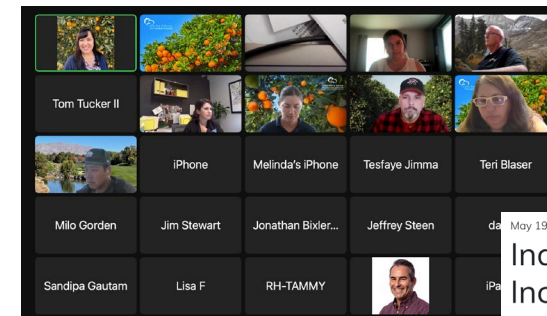
Annual Report

- 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 2022.



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