### FY20-21

<table>
<thead>
<tr>
<th>Agreements</th>
<th>Total Budget</th>
<th>Expenditures to Date</th>
<th>Remaining Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuffer Smith Tucker (10/1/2020-9/30/2021)</td>
<td>$1,025,118.72</td>
<td>$864,531.93</td>
<td>$160,586.79</td>
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<tr>
<td>Grower Liaisons (7/1/2020-6/30/2021)</td>
<td>$716,447.11</td>
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<tr>
<td>OEHHA (7/1/2020-6/30/2021)</td>
<td>$892,884.00</td>
<td>$429,040.95</td>
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<tr>
<td>Total</td>
<td>$2,634,449.83</td>
<td>$1,664,907.01</td>
<td>$969,542.82</td>
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</tbody>
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**Note:** These amounts are per the agreements and invoices, not Fi$Cal processing.

### FY21-22

<table>
<thead>
<tr>
<th>Agreements</th>
<th>Total Budget</th>
<th>Expenditures to Date</th>
<th>Remaining Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuffer Smith Tucker (10/1/2021-9/30/2022)</td>
<td>$880,780.00</td>
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<td>Grower Liaisons (7/1/2021-6/30/2022)</td>
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<td>OEHHA (7/1/2021-6/30/2022)</td>
<td>$1,864,668.00</td>
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<tr>
<td>Totals</td>
<td>$3,342,072.00</td>
<td>$272,816.77</td>
<td>$3,069,255.23</td>
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</tbody>
</table>

**Note:** These amounts are per the agreements and invoices, not Fi$Cal processing.
OUTREACH UPDATE

February 9, 2022
Recent Outreach Activities
CONNECTING WITH INDUSTRY AUDIENCES

Riverside County Grower Meeting
• Coordinated virtual grower meeting to update industry members on new quarantine boundaries.
• Presentations by Grower Liaison Tom Mullen, CDFA, Riverside CAC, UC and others.

CAPCA Spring Summit & World Ag Expo
• Coordinated booth presence at CAPCA Spring Summit, including a live presentation by Victoria Hornbaker on regulatory measures.
• Currently at World Ag Expo, staffing a booth with grower liaisons, CDFA and others.
  – Connecting with homeowners and industry members in person.
CONNECTING WITH HOMEOWNER AUDIENCES

Media Outreach
• Recent media outreach garnered 20+ stories in English, Chinese and Vietnamese.
  – Tamarixia radiata releases.
  – How homeowners and citrus growers can work together.

Coordinated Outreach
• Coordinated Facebook ads and doorhangers urging homeowners to cooperate with ag officials and inspect their trees.
  – Targeted zip codes in Anaheim and Imperial Valley.
  – English and Spanish.
UPCOMING ACTIVITIES

• Grower Liaison meeting.
• Annual report development.
• California Citrus Mutual Citrus Showcase.
• Developing social media influencer campaign plans.
• Participation in Ag Day at the Capitol.
• Science Advisory Panel facilitation.
• Refresh of CaliforniaCitrusThreat.org, including improved user experience and SEO best practices.
Citrus Pest & Disease Prevention Program Brand Refresh
CURRENT CPDPP LOGO
NEW CPDPP LOGO & ALTERNATIVES
CPDPP LOGO REBRAND

Current

New
CPDPP OUTREACH OVERVIEW

November 2021 – February 2022
COORDINATED OUTREACH ACROSS ALL AUDIENCES

In-person outreach opportunities are back in business for CPDPP.

• Crop Consultant Conference
• Oceanside Harbor Days
• California Contract Cities Association
• League of California Cities
• San Diego Farm Bureau Farm & Nursery Expo

• Upcoming:
  – Mountain Mandarin Festival
  – California State Association of Counties
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
Homeowner Outreach Activities
State releases wasps to prevent Asian citrus psyllid from spreading disease to citrus trees in Kern County, Calif. (KGET) - The California Department of Food and Agriculture is looking to stop the continued spread of the Asian Citrus Psyllid from threatening local citrus crops by releasing Tamarixia Radiata wasps to combat them. The Tamarixia Radiata wasps are natural predators of the Psyllid, which spread a...
Wasps released to fight N. County citrus pests

Parasitic wasps are being released in North County to fight the spread of the disease carried by an insect called the Asian citrus psyllid. The psyllids carry the disease, called Huanglongbing (HLB), from tree to tree in the county. The wasp, called Tamarixia raltdata, is a natural predator of the psyllids and reduces their population, according to an announcement from the California Department of Food and Agriculture.

Pesticides also are being used, according to state officials. Licensed applicators are treating trees where the psyllids have been observed with a combination of Tempo and a root drench of the systemic Merit. Foliar sprays work best when it’s warm and humid.

Biocontrol Media Coverage

- 18+ earned print, online and radio stories placed in English, Spanish, Chinese, Vietnamese and Korean.

Central Coast Feature

- Secured five broadcast segments on three different news stations in Santa Barbara County.
- Focused on increased ACP detections and what residents can do to help.
A dangerous pest called the Asian citrus psyllid has been found in Imperial County. The psyllid can spread an incurable citrus tree disease called Huanglongbing that kills citrus trees. Learn more about how you can help protect your backyard citrus trees and Imperial County’s commercial citrus industry.

[Link to learn more]

California Citrus Threat

A plant disease that kills citrus trees has been found in Anaheim. This disease poses no risk to humans or pets, but is a significant threat to California’s residential and commercial citrus trees. By allowing agriculture crews access to your property to look for the disease by surveying and sampling, we can work together to save your community’s citrus. Learn what to expect when agriculture crews visit your home.

[Link to learn more]

URGING HOMEOWNERS TO ACT

- Coordinated Facebook ads and doorhangers urging homeowners to cooperate with ag officials and inspect their trees.
  - Targeted zip codes in Anaheim and Imperial Valley
  - English and Spanish
Industry Outreach Activities
Media Outreach

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

Citrus Insider

- Identifying ways to improve site navigation and increase traffic.
- News updates around the industry.
INDUSTRY OUTREACH ACTIVITIES AND EVENTS

Events and Tradeshows
• In-person outreach opportunities and events are slowly returning, including:
  – CAPCA Spring Summit
  – World Ag Expo
  – CCM Citrus Showcase

Digital Communications
• Citrus Insider remains a top resource for industry members on the latest news and information.
  – Letter from Jim Gorden urging participation in Winter AWT
  – Updated treatment dates
Elected Official Outreach Activities
DESKSIDE BRIEFINGS AND CONNECTING WITH OFFICIALS

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.
• Recent Citrus Hero Award Recipients:
  – City of Oceanside
  – Deputy Commissioner Nelson Perez, Imperial County
CONNECTING WITH ELECTED OFFICIALS

Conference Attendance
• CPDPP recently had presence at:
  – California State Association of Counties
  – League of California Cities

Ongoing Communications
• Ongoing outreach to cities in and near HLB quarantine areas with city-owned citrus trees.
• November Citrus Hero Award: Imperial County Agriculture Commissioner’s Office