

## FY20-21

Agreements	Total Budget	Expenditures to Date	Remaining Budget
Nuffer Smith Tucker (10/1/2020-9/30/2021)	\$ 1,025,118.72	\$ 864,531.93	\$ 160,586.79
Grower Liaisons (7/1/2020-6/30/2021)	\$ 716,447.11	\$ 371,334.13	\$ 345,112.98
OEHHA (7/1/2020-6/30/2021)	\$ 892,884.00	\$ 429,040.95	\$ 463,843.05
<b>Total</b>	<b>\$ 2,634,449.83</b>	<b>\$ 1,664,907.01</b>	<b>\$ 969,542.82</b>

## FY21-22

Agreements	Total Budget	Expenditures to Date	Remaining Budget
Nuffer Smith Tucker (10/1/2021-9/30/2022)	\$ 880,780.00	\$ 85,120.43	\$ 795,659.57
Grower Liaisons (7/1/2021-6/30/2022)	\$ 596,624.00	\$ 160,946.33	\$ 435,677.67
OEHHA (7/1/2021-6/30/2022)	\$ 1,864,668.00	\$ 26,750.01	\$ 1,837,917.99
<b>Totals</b>	<b>\$ 3,342,072.00</b>	<b>\$ 272,816.77</b>	<b>\$ 3,069,255.23</b>

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

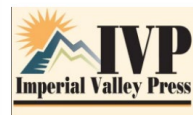
- Coordinated booth presence at CAPCA Spring Summit, including a live presentation by Victoria Hornbaker on regulatory measures.
- Currently at World Ag Expo, staffing a booth with grower liaisons, CDFA and others.
  - Connecting with homeowners and industry members in person.



# 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.



County successful so far in staving off citrus threat

### ENVIRONMENT Wasps released to fight N. County citrus pests

They, parasitic wasps are being released in North County to fight the spread of a deadly citrus disease carried by an insect called the Asian citrus psyllid. Psyllids carry the disease, called Huanglongbing (HLB), from tree to tree as they feed on the leaves. The wasp, called Tamarixia radiata, 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 the foliar spray Trepro and a root drench of the systemic Merit. Foliar sprays work best when leaves are new, and root treatments are best.

A little bug could be a big problem for citrus growers

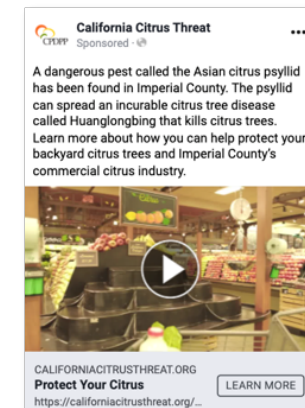


Citrus growers raise awareness about little bug that could cause big problem for crops



## 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

---

---

# 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



**CITRUS PEST & DISEASE  
PREVENTION PROGRAM**



**CPDPP**



**CPDPP**



**CITRUS PEST  
& DISEASE  
PREVENTION  
PROGRAM**

---

# 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.

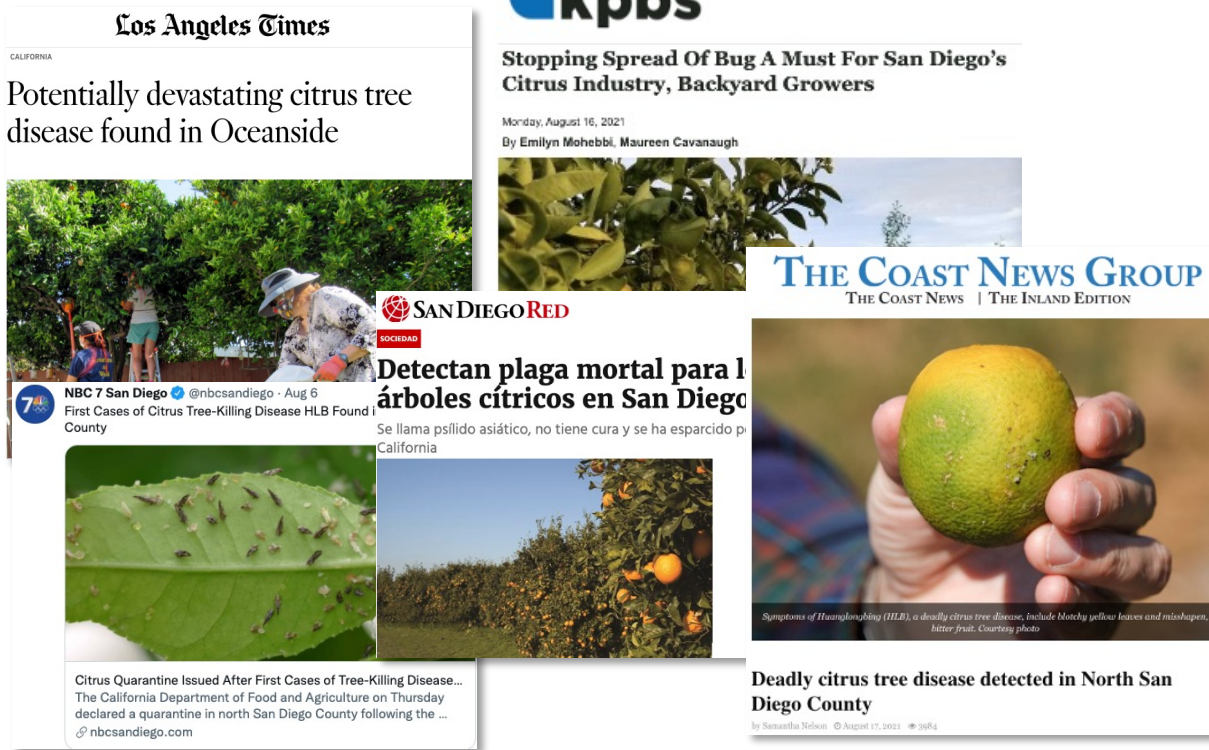
- Crop Consultant Conference
- Oceanside Harbor Days
- California Contract Cities Association
- League of California Cities
- San Diego Farm Bureau Farm & Nursery Expo
- Upcoming:
  - Mountain Mandarin Festival
  - California State Association of Counties



# 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

---



# MEDIA OPPORTUNITIES TO CONNECT WITH HOMEOWNERS

## Ongoing Media Outreach

- Secured interview in San Luis Obispo County regarding *Tamarixia* releases.
- Coordinated interview with KEYT, featuring CDFA and local Santa Barbara grower.
- 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.



# CPDPP IN THE NEWS

## Biocontrol Media Coverage

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

### The San Diego Union-Tribune

#### ENVIRONMENT

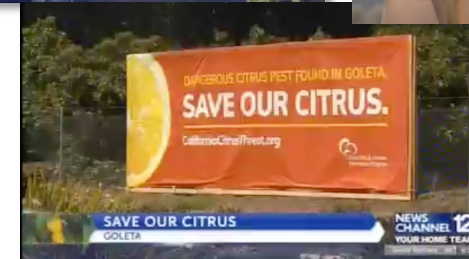
#### Wasps released to fight N. County citrus pests

Tiny, parasitic wasps are being released in North County to fight the spread of a deadly citrus disease carried by an insect called the Asian citrus psyllid. Psyllids carry the disease, called Huanglongbing (HLB), from tree to tree as they feed on the leaves. The wasp, called *Tamarixia radiata*, 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 the foliar spray Tempro and a root drench of the systemic Merit. Foliar sprays work best when used in summer and fall. Homeowners can use insecticidal soaps, but the direct contact with the insects is required. The first sign



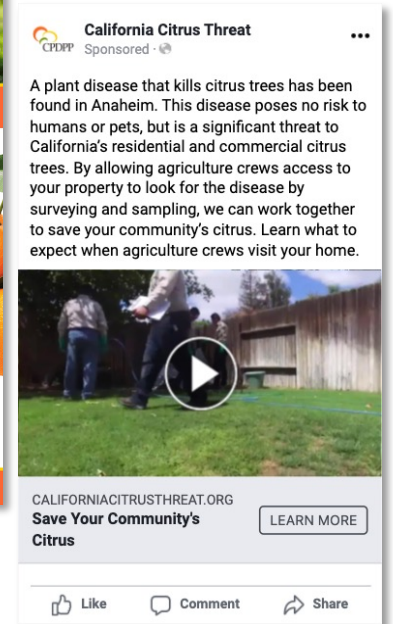
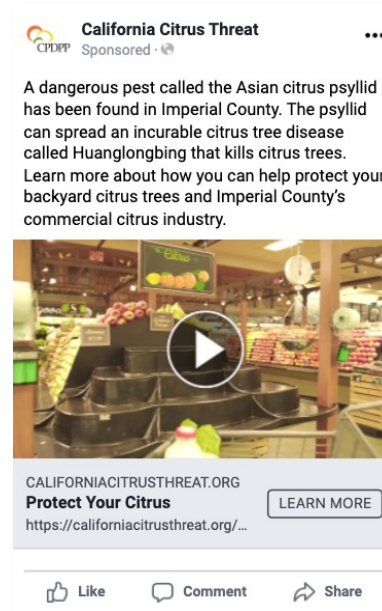
## Central Coast Feature

- 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.



# 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

---

# 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 a number of industry researchers, scientists and commercial citrus growers to ensure California's citrus industry from HLB. As part of that effort, grower liaisons selected by the California Department of Agriculture act as a conduit to industry members for information related to ACP and place. The CPDPP encourages all growers to interact regularly with their region's representative.



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

Posted on 08/19/2021

Share on Facebook Share on Twitter G+ YouTube P in t



## Citrus Insider

- Identifying ways to improve site navigation and increase traffic.
- News updates around the industry.



Citrus Pest & Disease Prevention Program

## CITRUS INSIDER

November 1, 2021

CDFA Seeking New Grower Representative and Public Member for the Citrus Pest & Disease Prevention Committee

October 5, 2021

New Spray and Harvest Product Approved for Growers – Mustang Maxx

October 25, 2021

Glassy-Winged Sharpshooter Infestation Detected in Solano County



Citrus Pest & Disease Prevention Program

# INDUSTRY OUTREACH ACTIVITIES AND EVENTS

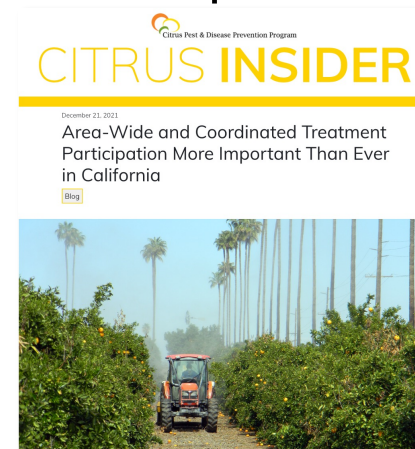
## Events and Tradeshows

- 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



### News & Updates

**HLB Quarantine Expansion Connects Boundaries in Jurupa Valley and Riverside Areas**

12/08/21

Effective Dec. 6, 2021, the California Department of Food and Agriculture (CDFA) has expanded the...

[Read More](#)

[Statewide](#)

---

# 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

