

**CALIFORNIA CITRUS PEST AND DISEASE
PREVENTION COMMITTEE
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
July 6, 2022

The Outreach Subcommittee meeting was called to order by Kevin Ball at 1:30 p.m. on July 6, 2022.

Committee Members Present

Kevin Ball*	John C. Gless*	Gregorio Rundini*
Aaron Dillion*	Zac Green*	

Committee Members Absent

Craig Armstrong	Nick Hill
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Interested Parties

Price Adams*	Anmol Joshi*	Margaret O'Neill*
Teri Blaser*	Sara Khalid*	Curtis Pate*
Taylor Clement*	Dr. Melinda Klein	Abby Peltzer*
Natalie DeAngelo*	Dahmoon Maesomy	Cressida Silvers*
Rick Dunn	Mark McBroom*	Claudia Vasquez*
Ariana Gehrig	Zachary McCormack*	Jennifer Willems
David Gutierrez	Dr. David Morgan*	Amelia Wright*
Victoria Hornbaker	Alex Muniz*	Judy Zaninovich*
Laura Irons*	Keith Okasaki*	Sandra Zwaal*

*Participated via Webinar

Opening Remarks

Kevin Ball welcomed the Outreach Subcommittee members, staff, and members of the public participating in person and online.

Outreach Budget Review

Dahmoon Maesomy presented the outreach budget and expenditures for fiscal years 2020-2021 and 2021-2022. The grower liaison budget is 50 percent expended, Nuffer, Smith, Tucker (NST) is 46 percent expended, and the Office of Environmental Health Hazard Assessment is 27 percent expended. Overall outreach expenditures for this fiscal year are at 39 percent.

Update on Strategy Priority 5-Outreach and Collaboration

Homeowner Outreach Updates:

Price Adams introduced two new NST members: Taylor Clement and Kristin Skala.

Natalie DeAngelo reported that NST has formed partnerships with media influencers on Instagram, TikTok, and Facebook. Shared content includes tips for growing, harvesting and sharing home grown citrus to prevent the spread of Huanglongbing (HLB). So far, the collaboration with influencers has garnered 20,000 impressions. NST has also advertised targeted Facebook and radio advertisements to residents that are in new Asian citrus psyllid (ACP) detection areas.

Industry Outreach Updates:

A printed and online version of the 2020-2021 annual report was published. In June, there was a 91 percent increase in the average number of new subscribers to the Citrus Insider per month from the past six months of 2022.

Key messages were shared to Hispanic news outlets. Claudia Vasquez conducted an interview with *Univision* on key ACP messaging including awareness of the ACP and HLB and tips on how to prevent the spread. There was also print and online outreach in Asian American news outlets regarding *Tamarixia* releases in Santa Clara County.

A grower meeting was held in Tulare County due to recent ACP detections. This was coordinated with the CPDPD and grower liaison Teri Blaser and had 80 participants.

Current and Upcoming Activities

A Citrus Insider alert was sent to growers near Pauma Valley in San Diego due to the recent *Candidatus Liberibacter asiaticus* (CLas) positive ACP detection. NST is continuing to revamp the California Citrus Threat webpage to develop new content that is up to date and user friendly. Additional social media partnerships and video content development is upcoming. The Lemon Festival in Chula Vista will be attended by NST.

Victoria Hornbaker mentioned Riverside and Ventura counties as potential areas to provide more information to harvest crews and field supervisors regarding the prevention of movement of citrus stems and leaves. Kevin Ball also suggested to incorporate other trainings into these events, such as food safety and handling.

University of California Outreach Update:

Victoria updated that she reached out to Frank Byrne from University of California, Riverside and noted that he presented on Glassy-Winged Sharpshooter resistance at a recent conference. He is also planning to present at the California Association of Pest Control Advisors conference in October.

California Citrus Manual Outreach Update:

No Updates.

Citrus Research Board Update:

Ariana Gehrig updated that the Citrus Research Board (CRB) has been working with United States Department of Agriculture (USDA) to finalize grower applications for the California Citrus Research and Field Trials project. All California commercial citrus growers are invited to apply. There will be a new page on the CRB website that will

describe the program details and requirements, with a link to the online applications. Informational webinars for growers are planned for August.

Grower Liaison Update:

Sara Khalid reported that the grower liaison for Kern County, Judy Zaninovich, is continuing to keep the industry updated through emails and meeting reports of recent ACP detections in Kern County. She also assisted and provided updates for the San Joaquin Valley Task Force and the San Joaquin Valley Organic Citrus ACP Advisory Committee. A Ventura County grower meeting will be held in August, and reminders for the fall area wide treatment for growers have been distributed. In San Diego County, outreach was provided to growers within 250 meters of the CLas positive ACP find in a Pauma Valley commercial grove. A field day is being planned for San Diego County and San Bernardino County to help growers monitor and identify ACP. In San Bernardino County, treatment reminders for the fall area wide treatment for growers have been distributed. As the new Riverside County grower liaison, Sandra Zwaal met with the Riverside County Agricultural Commissioner.

USDA Update:

No Updates.

Open Discussion and Brainstorming

Kevin Ball suggested to add the outreach agenda to the calendar invites of the meetings to garner more participation from the committee. Victoria discussed going over the requirements of compliance agreements with growers and having them resign the agreements once they are trained again. Another idea that Victoria discussed was going to Psyllid Management Areas (PMA) to try to garner grower participation in those areas and encourage team leaders for the PMAs.

Adding a quick response code on the citrus nursery tags was also discussed, as this could provide more information on quarantines and movement of citrus.

Other Items and Adjournment

The meeting was adjourned at 2:37 p.m. The next Outreach Subcommittee meeting will be held on September 7, 2022.