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

Committee Members Absent:
Craig Armstrong Nick Hill

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

*Participated via Webinar

Opening Remarks
Kevin Ball welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

Outreach Budget Review
Dahmoon Maeesomy 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

CPDPP Outreach Update:
Overview of Current and Upcoming Activities:
Homeowner Outreach Updates:
Price Adams introduced two new NST members: Taylor Clement and Kristin Skala. Natalie DeAngelo reported out on homeowner activities. 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 per month from the past six months of 2022.

Key messages were also shared to Hispanic news outlets. Claudia Vasquez conducted an interview with Unvision 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 due to recent ACP detections. This was coordinated with the CPDPD and grower liaison Teri Blaser and had 80 participants.

Upcoming Activities
A Citrus Insider alert was sent to Pauma Valley in San Diego due to the recent Clas positive ACP detection. NST is also continuing to revamp the California Citrus Threat webpage and develop new content that is up to date and user friendly. Additional social media partnerships and video content development is also upcoming. The Lemon Festival in Chula Vista will also be attended by NST.

Victoria Hornbaker mentioned Riverside and Ventura counties as potential areas to provide more information to harvest crews and field supervisors. Kevin Ball also suggested to incorporate other trainings in these events, such as food safety and handling.

University of California Outreach Update:
Victoria updated that she reached out to Frank Bern from University of California, Riverside and he updated that he presented at a Glassy-Winged Sharpshooter resistance conference. He is also planning to present at the Anaheim Pest Control Advisor 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. 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. There will be a link to the online applications. Webinars for growers are also planned for August.

**Grower Liaison Update:**
Sara Khalid reported that grower liaison for Kern County, Judy Zaninovich is continuing to keep the industry updated through emails and meeting reports. She also assisted and provided updates for the San Joaquin Valley Task Force and the San Joaquin Valley Organic Citrus ACP Advisory Committee. A grower meeting in August will be held in In Ventura County, and reminders for the fall area wide treatment for growers has been distributed. In San Diego County, outreach was provided to growers within 250 meters of the HLB find in Pauma. A field day is also being planned for this 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 has 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**
It was suggested to add the outreach agenda along with the calendar invite 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.

A QR code for citrus in nurseries was also mentioned to provide more information regarding tree tags on citrus trees.

**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.