

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

Meeting Minutes  
November 2, 2022

The Outreach Subcommittee meeting was called to order by Kevin Ball at 1:46 p.m. on November 2, 2022.

**Committee Members Present**

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

**Committee Members Absent**

Craig Armstrong	Nick Hill	Zac Green
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**Interested Parties**

Price Adams*	Sara Khalid Davis*	Cressida Silvers*
Teri Blaser*	Jessica Leslie*	Favian Tong*
Natalie DeAngelo*	Marcy Martin*	Claudia Vasquez*
Dr. Sandipa Guatam*	Zachary McCormack*	Jennifer Willems*
David Gutierrez*	Caitlin Stanton*	Judy Zaninovich*
Holly Hidemann*	Stephanie Stark*	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**

Zachary McCormack presented the outreach budget and expenditures for the current fiscal year, 2022-2023. For the current year, the grower liaison budget is 16 percent expended, Nuffer, Smith, Tucker (NST) is 14 percent expended, and the Office of Environmental Health Hazard Assessment is 0 percent expended. Overall outreach expenditures for this fiscal year are at 11 percent.

**Update on Strategy Priority 5-Outreach and Collaboration**

**Homeowner Outreach Updates:**

Natalie DeAngelo reported on a newly developed "What to Expect" video targeted toward homeowners to educate them on the Citrus Pest and Disease Prevention Division (CPDPD) activities. This includes information on surveying, sampling, and treatment

actions. This video is a refresh of the current video, as it more accurately represents current protocols in residential areas, including the shift from in-person to virtual public meetings.

The CPDPD staffed a booth at the Goleta Lemon Festival.

NST will be increasing targeted homeowner outreach in areas experiencing recent Asian citrus psyllid (ACP) detections or population spikes. This includes San Luis Obispo County.

#### Elected Official Outreach Updates:

NST was present at the League of California Cities conference in Long Beach, as well as the Arroyo Grande Festival in San Luis Obispo. NST coordinated with the San Luis Obispo Agricultural Commissioner's office on outreach materials for the booths.

Virtual presentations were held at the cities of Monrovia, Arcadia, and Duarte during town council meetings, and a staff briefing was held for the Ventura County Public Information Office, to share information regarding ACP and huanglongbing (HLB).

#### Industry Outreach Activities:

In October, NST assisted with the development of a Standard Operating Procedure (SOP) document for grower liaisons.

Victoria Hornbaker recently presented at the California Association of Pest Control Advisors Annual Conference, where she discussed ACP and HLB, as well as regulatory information targeted toward pest control advisors.

Due to increasing inquiries regarding Citrus Yellow Vein Clearing Virus, NST, along with the United States Department of Agriculture (USDA), developed written materials and media interviews with Victoria Hornbaker, covering key messages and activities.

In late September, a virtual packinghouse meeting was conducted to communicate regulatory processes. There were presentations from the CPDPD, California Citrus Mutual, and the Ventura County Agricultural Commissioner.

#### Science Advisory Panel Facilitation:

The recently completed Science Advisory Panel (SAP) report has been accepted by the citrus pest and disease prevention committee and Secretary Ross. The committee is scheduled to meet in December to prioritize the recommendations and determine next steps. A survey was conducted by NST to gauge initial levels of support for the SAP recommendations. Each recommendation will be reviewed to determine regulatory and financial information, as well as a work plan and timeline.

#### Current and Upcoming Activities:

Upcoming activities include a City of Chino staff briefing, and curated content distribution for elected officials. A digital and broadcast distribution of a Public Service Announcement

will be developed over the next six months. NST will also be at the San Diego County Farm Bureau - Farm and Nursery Expo. Natalie from NST will also solicit information for the annual report to keep industry updated on program activities that have occurred over the past year. NST will attend the California Association of Counties Conference in Orange County. In Riverside County, there is an upcoming Historic Park Citrus Festival, and the Mountain Mandarin Festival in Auburn will be held in November.

**USDA Update:**

No Update.

**University of California Outreach Update:**

Dr. Sandipa Guatam reported that she recently presented at the fall Integrated Pest Management meeting. She discussed ACP detections in the Central Valley and what it means for growers. Monitoring and pest detection tools were shared during this meeting. A talk regarding ACP and HLB was also given to master gardeners in Tulare County at the Lindcove Research Center.

**California Citrus Mutual Outreach Update:**

No Update.

**Citrus Research Board Update:**

Caitlin Stanton updated that the California Citrus Conference was held in early October, with over 300 attendees.

**Grower Liaison Update:**

Grower Liaisons updated on their activities, which include sending monthly email updates and treatment reminders. An event in Camarillo was held for Spanish speaking growers. There was a presentation in September at the Annual Ventura Grower Meeting, as well as participation from liaisons during a recent visit from Spanish government officials. There was a UC Field Day in Ventura regarding ant control in citrus. There has been continuing attendance within the San Joaquin Valley Task force and Advisory group, which includes keeping growers informed and reviewing best management practices in packing houses. The annual Farm Bureau meeting and Pest Control District meetings were also attended by liaisons. The San Diego Farm and Nursery expo had an ACP presentation.

**Open Discussion and Brainstorming:**

Kevin Ball proposed and approved cancelling the upcoming December 7, 2022, outreach subcommittee meeting, to allow for updates from the upcoming SAP meeting and full committee meetings.

**Other Items and Adjournment:**

The meeting was adjourned at 2:36 p.m. The next Outreach Subcommittee meeting will be held on March 8, 2023.