

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

Meeting Minutes
September 7, 2022

The Outreach Subcommittee meeting was called to order by Kevin Ball at 1:30 p.m. on September 7, 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*	Michael Soltero*
Teri Blaser*	Luci Kumagai*	Caitlin Stanton*
Karina Chu*	Mark McBroom*	Claudia Vasquez*
Natalie DeAngelo*	Zachary McCormack*	Amelia Wright*
Paul Figueroa*	Dr. David Morgan*	Judy Zaninovich*
Ariana Gehrig*	Keith Okasaki*	Sandra Zwaal*
David Gutierrez*	Margaret O'Neill*	
Dr. Sandipa Guatam*	Curtis Pate*	
Victoria Hornbaker*	Briana Russell*	
Laura Irons*	Alexis Silveria*	
Anmol Joshi*	Cressida Silvers*	

*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 fiscal years 2020-2021 and 2021-2022. For the current year, the grower liaison budget is 54 percent expended, Nuffer, Smith, Tucker (NST) is 50 percent expended, and the Office of Environmental Health Hazard Assessment is 38 percent expended. Overall outreach expenditures for this fiscal year are at 47 percent.

Update on Strategy Priority 5-Outreach and Collaboration

Homeowner Outreach Updates:

Natalie DeAngelo reported a new influencer partnership on social media. This partnership focused on home gardening, growing, and harvesting to prevent the spread of Huanglongbing (HLB) and Asian Citrus Psyllid (ACP). This resulted in about 34,000 video plays and over 1,000 engagements on the posted content.

A booth was hosted at the Chula Vista Lemon Festival, with a presentation conducted by Alex Muniz from the California Department of Food and Agriculture (CDFA).

A billboard was posted in San Bernardino County, to spread awareness about citrus protection. This was done in coordination with grower liaison Sandra Zwaal and the County Agricultural Commissioner.

Social media advertisements are also being targeted by zip code in areas with increased treatment refusals.

Industry Outreach Updates:

NST joined the San Diego Citrus Pest Management Field Day, which was hosted by the University of California, and Grower Liaison Sandra Zwaal. The event provided an opportunity to connect with growers and industry members. Information about the event was shared through the local California Association of Pest Control Advisors (CAPCA) chapter and the *Citrus Insider*.

Due to the CLAs positive ACP find in Pauma Valley, a *Citrus Insider* post was created. A crisis communication plan was also produced due to this find and distributed to industry members. A separate response guide for a positive HLB find in a grove was also developed.

NST, CDFA and the United States Department of Agriculture (USDA) have been working collaboratively on responses to inquiries regarding Citrus Yellow Vein Clearing Virus (CYVVCV). Information was shared with the industry as an eblast via the *Citrus Insider*. NST requested that any media inquiries regarding CYVVCV be forwarded to their outreach team.

Media and Outreach Dashboard

Price Adams presented earned media progress thus far for fiscal year 2021-2022. There has been a total of 191 stories facilitated by NST, with most of the outreach occurring in Southern California.

Social media advertising, including targeted Facebook advertisements has seen improved effectiveness. There were 867,000 impressions among 30 targeted advertisements.

There has been over 22 *Citrus Insider* e-blasts, with 23,406 page views, and 74,933 *California Citrus Threat* website pageviews. April and May saw more traffic on the

webpage as well, due to National Garden Month and spring gardening tips. There was a 19 percent increase in traffic from the same time last year.

Current and Upcoming Activities

NST's lead for government affairs will be at the League of California Cities Conference with CDFA to connect with elected officials. A presentation for the cities of Monrovia, Arcadia and Duarte's town council is also being prepared, as well as a Ventura County deskside briefing with Public Information Officers.

A booth has been secured for the Goleta Lemon Festival, which will be staffed by CDFA. Video content development is also being updated with messaging on what residents can expect from CDFA survey and treatment activities.

The *California Citrus Threat* website is currently being updated. A virtual master gardener summit is also being developed.

NST is continuing to work on finalizing Science Advisory Panel recommendations, as well as a response guide for growers on actions they should take if they find HLB in their citrus grove. A central coast packinghouse meeting is being organized and is scheduled for later this month.

Victoria Hornbaker will present at the CAPCA Annual Conference. An ACP scouting workshop is expected to be held in person for Spanish language trainings. Locations and dates are still being determined.

USDA Update:

No Update.

University of California Outreach Update:

Dr. Sandipa Guatam has been attending the ACP and HLB task force meetings and informing her clientele of the recent ACP populations in the Central Valley. University of California, Agriculture and Natural Resources staff have been monitoring and trapping for ACP since July, as well as placing traps along the border blocks at Lindcove Research Center. University of California, Integrated Pest Management (UC IPM) guidelines were updated in June by Dr. Guatam.

A meeting of the organic ACP and HLB task force was held and attended by Dr. Guatam, and she is working on the UC IPM guidelines for organic citrus growers. A Master Gardeners meeting was held in February, where HLB and ACP monitoring and management in Tulare County was discussed.

UC IPM will hold a meeting in October to discuss ACP finds, monitoring and activities in response to a find in the Central Valley.

California Citrus Manual (CCM) Outreach Update:

Alexis Silveira stated that CCM will participate in packing house meetings with NST. Casey Creamer, President of CCM, will be speaking at the Citrus Research Board (CRB) Citrus Conference on October 19 and provide a legislative update. CCM's annual meeting will be held on November 10 and will include workshops and provide continuing education units. Abby Peltzer is the new communications manager for CCM, and will be handling website management, news alerts and other outreach activities with Alexis.

Citrus Research Board Update:

Caitlin Stanton updated that the CRB Citrus Conference will be held on October 19th at the Visalia Convention Center, and registration is now open. The California Citrus Research and Field Trials (CA-CRaFT) program grower applications are open and due October 1. Informational webinars on CA-CRaFT are also scheduled.

Grower Liaison Update:

Grower liaisons updated on their activities, which included assisting in scheduling task force meetings, and attending the San Joaquin Valley Organic Citrus ACP Advisory Committee. Growers were contacted in Tulare County for coordinated treatment activities. The Farm Bureau and task force in Ventura County will have a meeting on September 28. There will also be an ACP/HLB update presentation for the San Diego Farm Bureau. Area wide grower treatment schedule dates for the Imperial County pest control district were adjusted to later in the year.

Open Discussion and Brainstorming

Price Adams requested a list of growers who can conduct interviews in Spanish for the program.

A graph showing the Florida and Texas citrus industry was suggested to show the impact of ACP and HLB.

Other Items and Adjournment

The meeting was adjourned at 2:42 p.m. The next Outreach Subcommittee meeting will be held on November 2, 2022.