## Outreach Agreements & Budgets

<table>
<thead>
<tr>
<th>Grower Liaison Expenditures</th>
<th>Agreement Budget</th>
<th>Expenditures</th>
<th>Remaining Balance</th>
<th>Percentage Expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20-21 (Prior Year)</td>
<td>$742,086</td>
<td>$373,109</td>
<td>$368,976</td>
<td>50%</td>
</tr>
<tr>
<td>FY21-22 (Current)</td>
<td>$663,824</td>
<td>$364,201</td>
<td>$299,623</td>
<td>54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NST Expenditures</th>
<th>Agreement Budget</th>
<th>Expenditures</th>
<th>Remaining Balance</th>
<th>Percentage Expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20-21 (Prior Year)</td>
<td>$974,997</td>
<td>$864,531</td>
<td>$110,465</td>
<td>88%</td>
</tr>
<tr>
<td>FY21-22 (Current)</td>
<td>$880,780</td>
<td>$444,463</td>
<td>$436,317</td>
<td>50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OEHHA Expenditures</th>
<th>Agreement Budget</th>
<th>Expenditures</th>
<th>Remaining Balance</th>
<th>Percentage Expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20-21 (Prior Year)</td>
<td>$892,883</td>
<td>$429,040</td>
<td>$463,842</td>
<td>48%</td>
</tr>
<tr>
<td>FY21-22 (Current)</td>
<td>$971,785</td>
<td>$372,887</td>
<td>$598,898</td>
<td>38%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Outreach Expenditures</th>
<th>Total Budget</th>
<th>Expended</th>
<th>Remaining Balance</th>
<th>Percentage Expended</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY20-21 (Prior Year)</td>
<td>$2,609,966</td>
<td>$1,666,682</td>
<td>$943,284</td>
<td>63%</td>
</tr>
<tr>
<td>FY21-22 (Current)</td>
<td>$2,516,389</td>
<td>$1,181,551</td>
<td>$1,334,838</td>
<td>47%</td>
</tr>
</tbody>
</table>
Outreach Update

September 7, 2022
Recent Outreach Activities
Homeowner Outreach Activities

Influencer Partnerships

- Continued work with influencers on Instagram
  - Shared content on tips for growing, harvesting and sharing homegrown citrus to prevent the spread of HLB and the ACP
  - Exploring new influencers partners for remainder of year

Community Events and Homeowner Engagement

- Chula Vista Lemon Festival
  - Presentations from Alex Muniz
- San Bernardino Outreach
  - Billboard placement and coordination with the County CAC
- Social Media Outreach
  - Targeted Facebook ads
Industry Outreach Activities

Grower Outreach and Communications

- Citrus Pest Management Field Day
- Pauma Valley ACP+ Crisis Communications Plan
  - Coordinated the crisis communications team, including development of Citrus Insider post and key messages for outreach
- Response Guide for HLB+ in a Grove

Citrus Yellow Vein Clearing Virus

- Ongoing coordination with USDA on outreach inquiries and responses
  - Shared information with the industry via Citrus Insider
  - Requesting any media inquiries to be forwarded to the outreach team
Media & Outreach Dashboard
FY 21-22

Earned Media

Regional Breakdown

Content Breakdown

- National
- Southern California
- Northern California
- Central Valley
- Central Coast

- Detections
- ACP/HLB Education and Awareness
- Misc.
- Tamarixia Releases
- National Garden Month

191 Total Stories
A plant disease that kills citrus trees has been found in Anaheim. This disease poses no risk to humans or pets, but is a significant threat to California's residential and commercial citrus trees. By allowing agriculture crews access to your property to look for the disease by surveying and sampling, we can work together to save your community's citrus. Learn what to expect when agriculture crews visit your home.

CaliforniaCitrusThreat.org
Save Your Community's Citrus

California Citrus Threat
Sponsored

¡Feliz Mes Nacional de los Jardines! Después del auge de la jardinería durante la pandemia, es importante que los dueños de cítricos de jardín continúen cuidándolos, ya que la falta de mantenimiento podría ser una invitación para la enfermedad arbórea mortal llamada Huanglongbing y la plaga que la propaga, el psíldo asiático de los cítricos. Infórmate sobre cómo puedes proteger tus árboles de las plagas y las enfermedades.


CITRUS PEST & DISEASE PREVENTION PROGRAM

FY 21-22

Social Media Advertising

30 Targeted Ads
867,569 Impressions
$2.33 CPM

Cost per 1,000 impressions
An Asian citrus psyllid (ACP) sample confirmed positive for *Candidatus Liberibacter asiaticus* (Calas) – the bacteria that causes Huanglongbing (HLB) – was collected from a commercial citrus grove in the Pauma Valley area of San Diego County. This confirmation marks the first Calas-positive ACP found in a commercial grove in San Diego County and only the second grove detection in California.
Current and Upcoming Outreach Activities
Current and Upcoming Activities

- League of California Cities Conference
- Monrovia, Arcadia and Duarte Town Council presentation
- Ventura County deskside briefing with Public Information Officers
- Goleta Lemon Festival
- Video content development
  - Updated messaging on what residents can expect from CDFA surveying and treatment activities
- CaliforniaCitrusThreat.org refresh
- Master Gardener Summit – Webinar
- Science Advisory Panel recommendations finalization and distribution
- HLB in a Grove Response Guide and key message development
- Central Coast packinghouse meeting
- CAPCA Annual Conference
- Field crew supervisor Spanish language trainings for ACP scouting
Thank You