

# Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$742,086	\$373,109	\$368,976	50%
FY21-22 (Current)	\$663,824	\$364,201	\$299,623	54%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$974,997	\$864,531	\$110,465	88%
FY21-22 (Current)	\$880,780	\$444,463	\$436,317	50%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$892,883	\$429,040	\$463,842	48%
FY21-22 (Current)	\$971,785	\$372,887	\$598,898	38%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY20-21 (Prior Year)	\$2,609,966	\$1,666,682	\$943,284	63%
FY21-22 (Current)	\$2,516,389	\$1,181,551	\$1,334,838	47%



# Outreach Update

September 7, 2022



**CITRUS PEST & DISEASE  
PREVENTION PROGRAM**



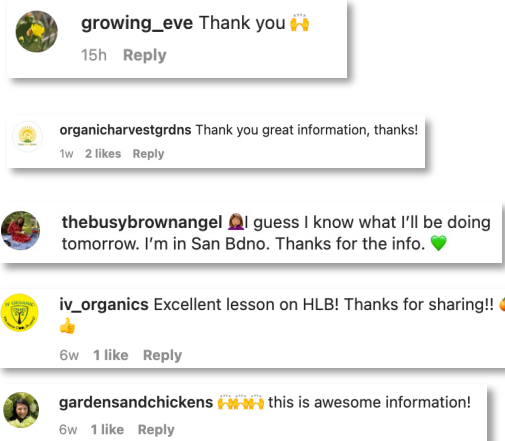


# Recent Outreach Activities

# 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



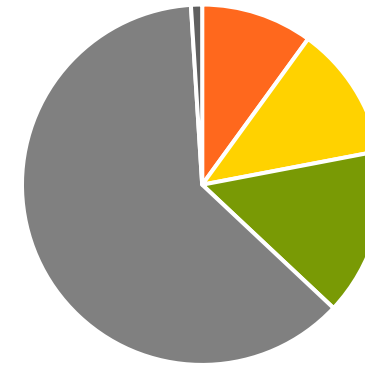
191 Total Stories

Regional Breakdown



■ National ■ Southern California ■ Northern California ■ Central Valley ■ Central Coast

Content Breakdown



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



FY 21-22

# Social Media Advertising



**30 Targeted Ads**



**867,569 Impressions**



**\$2.33 CPM**

Cost per 1,000 impressions



# FY21-22

# Website



22 Citrus Insider E-Blasts



23,406  
CitrusInsider.org  
Pageviews



74,933  
CaliforniaCitrusThreat.org  
Pageviews

## CITRUS INSIDER

### CLas-positive Asian citrus psyllid found in commercial grove in Pauma Valley, San Diego County

An Asian citrus psyllid (ACP) sample confirmed positive for *Candidatus Liberibacter asiaticus* (CLas) – 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 CLas-positive ACP found in a commercial grove in San Diego County and only the second grove detection in California.

[Read more »](#)



You're receiving this message because you selected to be automatic area. For more information, visit [CitrusInsider.org](#).

California Department of Food and Agriculture  
1220 N Street  
Sacramento, California, U.S.A. 95814

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### Asian Citrus Psyllid and Huanglongbing

A tiny insect no bigger than a grain of rice may go unnoticed on your citrus trees, but it could have devastating consequences for California citrus if not stopped. The Asian citrus psyllid feeds on citrus leaves and stems, and can infect citrus trees with a bacteria that causes a serious plant disease called Huanglongbing, also known as HLB or citrus greening disease. While not harmful to humans, the disease kills citrus trees and has no cure.

The best way to [protect citrus trees](#) from HLB is to stop the Asian citrus psyllid. Once a tree is infected with HLB, it will die. Diseased trees need to be removed in order to protect other citrus trees on the property, neighbors' trees and the community's citrus.

Click through the photo slideshow below to see photos and learn how to detect the Asian citrus psyllid and Huanglongbing on your citrus tree. If you think you have spotted the pest or disease, call the free statewide pest hotline at 800-491-1899.



Inspect for Asian citrus psyllids monthly. Look for small, brown pests that feed on citrus leaves with their body at a 45-degree angle.



# 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



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