

# Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$669,824	\$350,032	\$319,792	52%
FY22-23 (Current)	\$677,799	\$343,435	\$334,364	50%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$880,780	\$444,587	\$436,193	50%
FY22-23 (Current)	\$807,955	\$552,639	\$255,316	68%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$971,785	\$434,809	\$536,976	44%
FY22-23 (Current)	\$660,089	\$289,908	\$370,181	43%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY21-22 (Prior Year)	\$2,522,389	\$1,229,428	\$1,292,961	48%
FY22-23 (Current)	\$2,145,843	\$1,185,982	\$959,861	55%



# Outreach Update

May 10, 2023



CITRUS PEST & DISEASE  
PREVENTION PROGRAM





# Recent and Upcoming Outreach Activities

# Homeowner Outreach Activities

## Master Gardener Summit

- The CPDPP hosted a Master Gardener Summit Webinar with Margaret O'Neill, San Bernardino County Master Gardener coordinator, and Victoria Hornbaker on April 19.



**146 RSVPs**



**Interactive  
Q&A  
Sessions**

- Topics discussed included:
  - ACP and HLB 101
  - How to inspect for the ACP and HLB
  - How to best education residents on the ACP and HLB
  - Key messages to relay to residents

## Media Relations Activities

- Interview with Civil Eats
- Edie in the Garden Podcast
- Southern California News Group interview coordination
  - 11 publications in Southern California
  - Article focused on ACP and HLB in Southern California, activities coordinated by CDFA and more.



Los Angeles Daily News

**THE SUN**

THE ORANGE COUNTY  
**REGISTER**

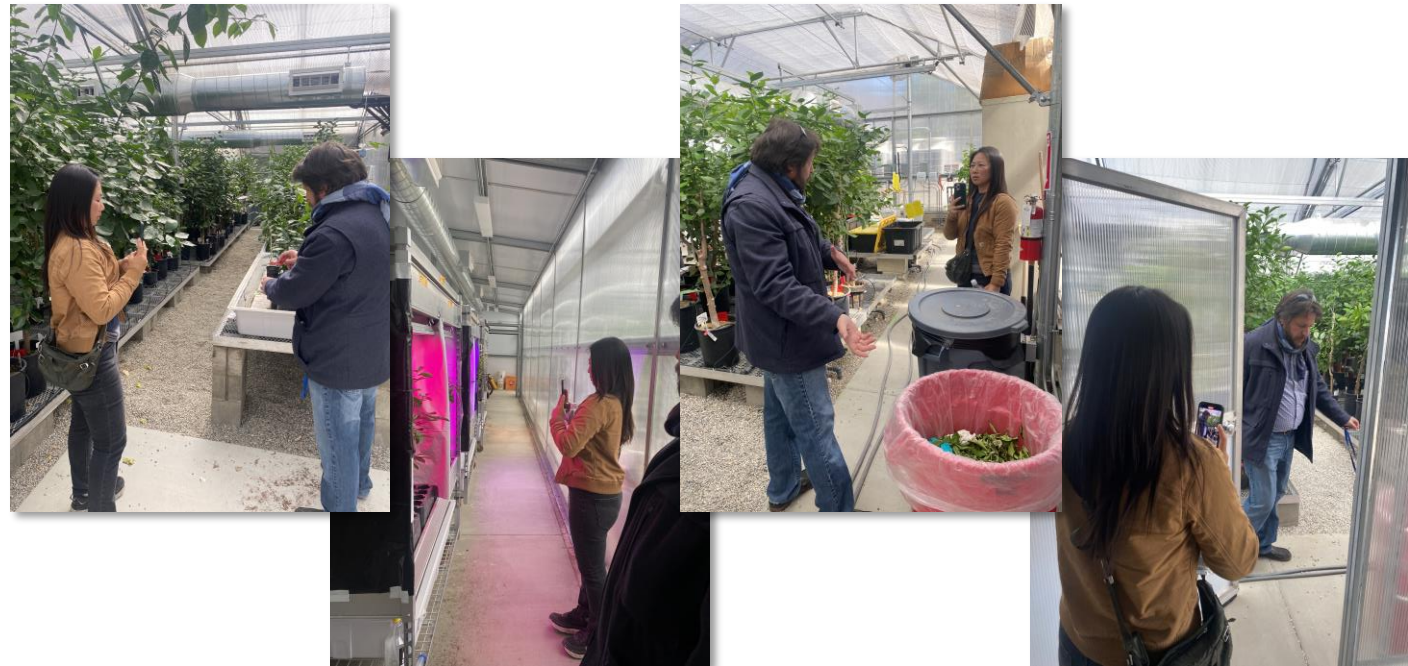
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# Homeowner Outreach Activities

## Social Media Influencer Activities

- NST helped facilitate an on-site visit to the Citrus Clonal Protection Program (CCPP) with gardening influencer Coastal Homestead.
  - Captured content of the facility and spoke with Georgios Vidalakis about the history of the program, its importance to California citrus and how homeowners can utilize the CCPP.



## Events and Community Outreach

- Citrus Festival at California Citrus State Historic Park – Riverside
- National Orange Show Fair – San Bernardino
- California Strawberry Festival – Ventura



**Three regional events in SoCal/Coastal CA**



# Elected Official Outreach Activities

## Outreach Meetings & Activities

- CACASA Southern California Area Group Meeting
  - Presented on ACP, HLB and regulatory updates with Keith Okasaki to CACs.
- Citrus Hero – City of Chino and the City Manager's Office



## Southern California Association of Governments

- Hosted booth space at SCAG's 58th annual Regional Conference and General Assembly.
- CPDPP connected face-to-face with local elected officials, business and civic leaders, local government staff and others.





# Industry Outreach Activities

## CAPCA Spring Summit & PCA Outreach

- Hosted booth space at CAPCA's Spring Summit
  - Spoke with PCAs and applicators on what they're hearing from growers, ways to share information and more.



## Farm Labor Contractor Compliance Agreement

- Citrus Insider E-blast
- Outreach to agriculture trade publications
- Outreach to farm labor associations to notify of June 15 deadline



Farm Labor Contractors ACP Citrus Harvest Compliance Agreements Due June 15

Posted on 05/01/2023

Share on Facebook Share on Twitter G+ YouTube Pinterest LinkedIn Tumblr





# Upcoming Outreach Activities

## Homeowner

- Social media influencer partnerships
- California Strawberry Festival – May 20-21
- Upland Citrus Festival – June 9-11
- Chula Vista Lemon Festival – Aug. 12
- CaliforniaCitrusThreat.org refresh

## Elected Official

- California Contract Cities Association Annual Municipal Seminar – May 18-21
- Quarterly content distribution to elected officials
- ACP/HLB banner in San Bernardino County Museum

## Industry

- CitrusInsider.org “Other Pests and Disease” page
- New Industry educational video
- Pest Control Advisors statewide outreach plan
- CPDPP Annual Report – June/July
- Farm Labor Contractors training opportunities



# Thank You



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