

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

Meeting Minutes
May 10, 2023

The Outreach Subcommittee meeting was called to order by Kevin Ball at 1:33 p.m. on May 10, 2023.

Committee Members Present

Aaron Dillion Kevin Ball*

Committee Members Absent

Craig Armstrong Zac Green Gregorio Rundini
John C. Gless Nick Hill

Interested Parties

Price Adams*	Anmol Joshi*	Curtis Pate*
Ravneet Behla*	Sara Khalid Davis*	Abby Peltzer*
Teri Blaser*	Dinh Lee*	Cressida Silvers*
Natalie DeAngelo*	Jessica Leslie*	Caitlin Stanton
Paul Figueroa*	Zachary McCormack*	Nilan Watmore*
David Gutierrez	Keith Okasaki*	Judy Zaninovich*
Laura Irons*	Margaret O'Neill*	Sandra Zwaal*

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 50 percent expended, Nuffer, Smith, Tucker (NST) is 68 percent expended, and the Office of Environmental Health Hazard Assessment is 43 percent expended. Overall outreach expenditures for this fiscal year are at 55 percent.

Update on Strategy Priority 5-Outreach and Collaboration

Overview of Current and Upcoming Activities:

Homeowner Outreach Updates:

Natalie DeAngelo reported that the Citrus Pest and Disease Prevention Program (CPDPP) hosted a master gardener summit webinar with Margaret O'Neill, and Victoria Hornbaker on April 19. Topics discussed included Asian citrus psyllid (ACP) and Huanglongbing (HLB) 101, how to inspect for ACP and HLB, how to best educate residents on ACP and HLB, and key messaging to relay to residents. An interactive question and answer session was also held during the webinar. There were 146 RSVPs to this event. A post meeting survey will be sent to attendees to gather what worked and improvements that can be made for future webinars.

For media relations activities, Victoria Hornbaker spoke with the publication Civil Eats for a follow up article on ACP and HLB. Victoria also participated in an interview with Edie in the Garden Podcast.

NST is coordinating with the Southern California News Group, which is comprised of eleven publications in Southern California. Each of these stories will be localized for each publication, and will focus on another interview with Victoria, as well as ACP and HLB in Southern California, and activities coordinated by CDFA.

For social media influencer activities, NST helped facilitate an on-site visit to the Citrus Clonal Protection Program (CCPP) with gardening influencer Coastal Homestead. Content was recorded of the facility, and Georgios Vidalakis discussed the history of the program, its importance to California citrus, and how homeowners can utilize the CCPP.

Events and community outreach activities include the Citrus Festival at California Citrus State Historic Park in Riverside, the National Orange Show Fair in San Bernardino, and the California Strawberry Festival in Ventura.

Elected Official Outreach Updates:

A California Agricultural Commissioners and Sealer's Association (CACASA) Southern California Area group meeting was held, where Keith Okasaki presented on ACP, HLB, and regulatory updates to County Agricultural Commissioners. The Citrus Hero award was presented to the city of Chino and the City Manager's Office.

The Southern California Association of Governments (SCAG) hosted a booth space at SCAG's 58th annual regional conference and General Assembly. The CPDPP connected with local elected officials, business and civic leaders, local government staff, and others.

Industry Outreach Activities:

Industry updates included a booth at the California Association of Pest Control Districts (CAPCA) Spring Summit, and additional outreach to Pest Control Advisors (PCAs). The Farm Labor Compliance Agreement was posted on the Citrus Insider as an E-blast, and

additional outreach was done to agricultural trade publications and labor farm associations to notify of the June 15 deadline for the agreement, and where to obtain the compliance agreement.

Upcoming Outreach Activities:

Upcoming homeowner outreach activities include social media influencer partnerships, the California Strawberry Festival, the Upland Citrus Festival, the Chula Vista Lemon Festival, and a refresh of the California Citrus Threat website.

Additional activities include the California Contract Cities Association Annual Municipal Seminar in May, a quarterly content distribution, and an ACP/HLB banner in the San Bernardino County Museum.

Upcoming industry outreach activities include a new page on the Citrus Insider website on other citrus pests and diseases, new industry educational videos, a PCA statewide outreach plan, the CPDPP Annual Report, and training opportunities for farm labor contractors.

USDA Update:

No Update.

University of California Outreach Update:

Dr. Neil McRoberts updated that he is in the middle of a report for the Science Subcommittee looking at data collected from the program, which has shown an increasing rate of positive trees and psyllids, and suggested outreach messaging going into the summer.

California Citrus Mutual Outreach Update:

Abby Peltzer reported that the Citrus Showcase this past March was well attended. CCM, along with ten of their board members returned from their government relations trip in Sacramento to meet with legislators and their staff. There were around 20 meetings, discussing ACP and HLB.

Citrus Research Board Update:

Caitlin Stanton updated the group on CRB's grower educational webinar series, which will start in June. Topics will include post-harvest diseases and production issues. A post-harvest conference is scheduled for September 6 of this year. The international HLB and ACP conference is scheduled for next March.

Grower Liaison Update:

Grower Liaisons updated on their activities, which include sending monthly email updates and treatment reminders. Grower meetings are being scheduled for various counties by the grower liaisons. Meetings attended by the liaisons include the San Joaquin Valley Task Force meeting, Tristeza Agency Board meeting, Pest Control District meetings, and the Tulare and Kern counties Glassy-Winged Sharpshooter meeting.

Open Discussion and Brainstorming:

Margaret O'Neill stated that Master Gardeners are unable to provide recommendations unless they are endorsed by the University of California, and suggested an updated handout with recommendations would be helpful.

Other Items and Adjournment:

The meeting was adjourned at 2:46 p.m. The next Outreach Subcommittee meeting will be held on July 12, 2023.