

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

Meeting Minutes
July 12, 2023

The Outreach Subcommittee meeting was called to order by Aaron Dillon at 1:31 p.m. on July 12, 2023.

Committee Members Present

Aaron Dillion*
John C. Gless*

Committee Members Absent

Craig Armstrong	Zac Green	Gregorio Rundini
Kevin Ball	Nick Hill	

Interested Parties

Ravneet Behla*	Sara Khalid Davis*	Paige Shewmaker*
Teri Blaser*	Jessica Leslie*	Cressida Silvers*
Natalie DeAngelo*	Dahmoon Maesomy*	Rathkiry Siv*
Paul Figueroa*	Zachary McCormack*	Caitlin Stanton
Logan Henderson*	Andrew Mitchel*	Nilan Watmore
Lucero Hernandez*	Alex Muniz*	Jennifer Willems
Victoria Hornbaker	Lauren Murphy	Judy Zaninovich*
David Gutierrez	Keith Okasaki*	Sandra Zwaal*
Laura Irons*	Curtis Pate*	
Anmol Joshi	Abby Peltzer*	

(* Participated via Webinar)

Opening Remarks

Aaron Dillon welcomed the Outreach Subcommittee members, staff, and members of the public participating in person and online.

Outreach Budget Review

Dahmoon Maesomy presented the outreach budget and expenditures for the current fiscal year, 2022-2023. For the current year, the grower liaison budget is 60 percent expended, Nuffer, Smith, Tucker (NST) is 90 percent expended, and the Office of Environmental Health Hazard Assessment is 78 percent expended. Overall outreach expenditures for this fiscal year are at 77 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 was sent to attendees to gather what worked and improvements that can be made for future webinars.

For media relations activities, Alex Muniz spoke with *Telemundo* for an on-site interview regarding the state of HLB in San Diego County. This was filmed at Moon Valley nursery.

NST coordinated an interview with *Modern Farmer* on the state of HLB in California, which was part of a larger article series on California agriculture. NST collaborated with a reporter to provide background materials and resources with additional info on the program. Victoria Hornbaker is also scheduled to speak with this publication.

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 at the facility, and Georgios Vidalakis discussed the history of the program, its importance to California citrus, and how homeowners can utilize the CCPP.

Upcoming events include the Upland Lemon Festival and Cypress Salute to America.

Elected Official Outreach Updates:

NST met with Department of Pesticide Regulation (DPR). Topics included homeowner messaging/tactics and approach to social media. A DA 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 Buena Park.

The CPDPP hosted booth space at the California Contract Cities Municipal Seminar to connect with local elected officials, local government staff, and others.

Industry Outreach Activities:

- Audio news release in English/Spanish
- Citrus Insider Blog post
- Ag Alert article
- Worked with CDFA on outreach regarding a compliance agreement update, coordinated outreach with seven farm labor associations.

Upcoming Outreach Activities:

Upcoming homeowner outreach activities include the Ventura County Fair and Goleta Lemon Festival.

Elected Official upcoming activities include of The League of California Cities which will provide an opportunity to engage with local leaders/city officials.

Upcoming industry outreach activities include statewide distribution of an audio news release in English and Spanish, working with contractors to create "HLB in a grove, What to Expect" video, the CPDPP Annual Report, and training opportunities for farm labor contractors, also known as "Train-The-Trainer."

USDA Update:

No Update.

University of California Outreach Update:

No update

California Citrus Mutual Outreach Update:

Abby Peltzer reported that the House Appropriations Committee proposed an additional one million dollars for the new citrus breeding facility in Parlier. The senate also proposed \$1.1 million though funds that still need to be passed in the budget. These funds will most likely be available in September or lumped in with the Farm Bill.

Citrus Research Board Update:

Caitlin Stanton updated the group on the Citrus Research Board's (CRB) grower educational webinar series held in June, there were over 300 attendees. The Post Harvest conference for September 6, 2023, will be in Visalia, and registration will open at the end of July. The International Research Conference on Huanglongbing (IRCHLB) will return on March 26-29, 2024, and abstract submissions are currently open. Outreach will continue through *Citrograph* and the E newsletter.

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. As of July 1, Jessica is the new grower liaison for both northern and southern Tulare County. Meetings attended by the liaisons include the San Joaquin Valley Task Force meeting, Ventura County task force meeting, Pest Control District meetings, task force PCA subcommittee meeting, and the Kern County Pest Control District meeting.

Open Discussion and Brainstorming:

Margaret O'Neill stated that Master Gardeners are unable to provide recommendations unless it is endorsed by the University of California and suggested an updated handout with recommendations.

Aaron Dillon stated that the Agriculture Teachers Association could be a great outreach opportunity to provide educational curriculum.

Other Items and Adjournment:

The meeting was adjourned at 2:52 p.m. The next Outreach Subcommittee meeting will be held on October 11, 2023.