

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	\$405,751	\$272,048	60%
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	\$731,930	\$76,025	90%
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	\$516,404	\$143,685	78%
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	\$1,654,085	\$491,758	77%

Outreach Update

July 12, 2023



CITRUS PEST & DISEASE
PREVENTION PROGRAM



Recent and Upcoming Outreach Activities

Resident Outreach Activities

Media Interviews

- Telemundo On-Site Interview
 - Coordinated an interview with Telemundo San Diego on the state of HLB in San Diego County.
- Modern Farmer Interview
 - Coordinated an interview with Modern Farmer on the state of HLB in California, which will be featured as part of a series on California agriculture.



TELEMUNDO

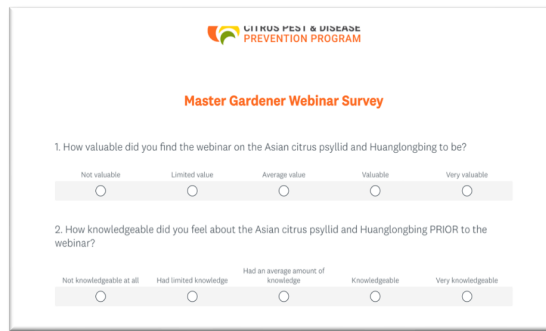
modern farmer
FARM | FOOD | LIFE



Resident Outreach Activities

Master Gardener Summit Surveys

- Following the Master Gardener Summit, a survey was distributed to identify:
 - Overall knowledge levels of ACP and HLB
 - Value of webinar information
 - Ways to improve future webinars
 - Willingness to participate in future educational opportunities with CPDPD
 - Ways to share new information



The screenshot shows a survey titled "Master Gardener Webinar Survey" under the "CITRUS PEST & DISEASE PREVENTION PROGRAM" logo. It contains two questions with five-point Likert scales. Question 1 asks about the value of a webinar on Asian citrus psyllid and Huanglongbing, with options from "Not valuable" to "Very valuable". Question 2 asks about knowledge levels prior to the webinar, with options from "Not knowledgeable at all" to "Very knowledgeable".

Master Gardener Webinar Survey

1. How valuable did you find the webinar on the Asian citrus psyllid and Huanglongbing to be?

Not valuable Limited value Average value Valuable Very valuable

2. How knowledgeable did you feel about the Asian citrus psyllid and Huanglongbing PRIOR to the webinar?

Not knowledgeable at all Had limited knowledge Had an average amount of knowledge Knowledgeable Very knowledgeable

Events and Community Outreach

- Upland Lemon Festival
- Cypress Salute to America
- Ventura County Fair
- Goleta Lemon Festival

Four Events in Four Counties



Elected Official Outreach Activities

Outreach Meetings & Activities

- Briefing with the California Department of Pesticide Regulation
- ACP/HLB Outreach to the cities of Cypress, Industry and Bell
- Citrus Hero – City of Buena Park, special mention of Councilmember Jose Trinidad Castaneda and Department of Public Works

California Contract Cities Municipal Seminar

- Hosted an exhibitor booth for CPDPP to engage with and educate local elected officials, government staff and others



25 Municipalities



80 Member Cities



Representing 8 Million Californians



Industry Outreach Activities

Trade Media Outreach

- Florida's Projected Orange Production Numbers
 - Built off headline story toward using the news as a warning signal for California in the fight against HLB
 - Citrus Insider blog post
 - Citrus Industry magazine article
- Ag Alert article
- Citrograph Magazine article



Farm Labor Contractor Compliance Agreement

- Conducted outreach to seven California Farm Labor Associations
- Pitched local trade media and coordinated with two publications on sharing this information with readers





Upcoming Outreach Activities

- Audio News Release - Statewide distribution in English and Spanish
- Community Events
 - Ventura County Fair
 - Goleta Lemon Festival
- HLB in a Grove “What to Expect” Video
- CPDPD Annual Report
- Farm Labor Contractors “Train-the-Trainer” training opportunities
- League of California Cities



Thank You



CITRUS PEST & DISEASE
PREVENTION PROGRAM