

Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$677,799	\$439,324	\$238,475	65%
FY23-24 (Current)	\$640,585	\$49,264	\$591,321	8%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$807,955	\$789,388	\$18,567	98%
FY23-24 (Current)	\$250,000	\$30,967	\$219,033	12%
OEHHA Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$660,089	\$567,431	\$92,658	86%
FY23-24 (Current)	\$632,589	\$38,042	\$594,547	6%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$2,145,843	\$1,796,143	\$349,700	84%
FY23-24 (Current)	\$1,523,174	\$118,273	\$1,404,901	8%

Outreach Update

October 11, 2023



CITRUS PEST & DISEASE
PREVENTION PROGRAM

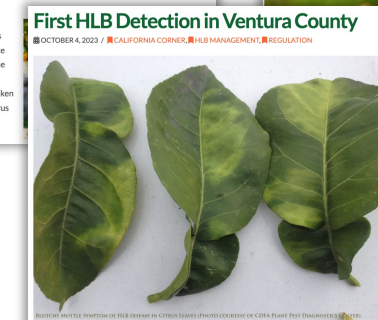
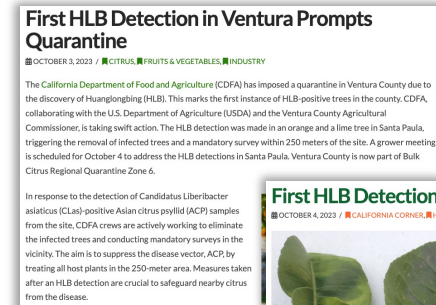


Recent Outreach Activities

Ventura County ACP+ and HLB+ Detections

Crisis Communications Activations and Outreach Activities

- Crisis Communications Management Team facilitation
- Key message and press release development
- Citrus Insider notifications to statewide distribution list
- Industry partner outreach and notifications
- Media outreach on new CLas+ ACP and HLB+ plant sample detections, including what it means for homeowners, potential impacts for the industry and the current state of ACP and HLB in California.



Kern County Proactive Outreach

- Proactive paid and earned outreach campaign garnering more than 1.2 million impressions
- Spread awareness on how residents can protect their citrus trees and encouraged vigilance when inspecting for the ACP

- Op-Ed placed in the Bakersfield Californian, bylined by Keith Watkins

1. Unique Visitors Per Month: 208,742

- English and Spanish radio advertising

**1. Spanish Radio Ad
Impressions: 323,000**

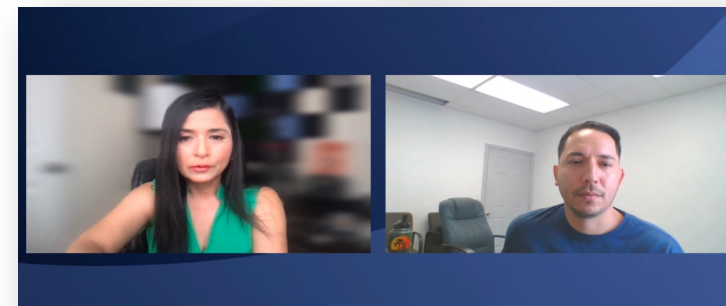
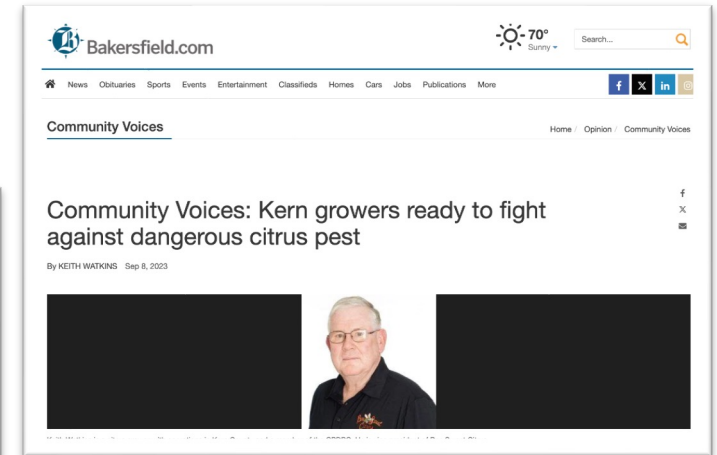
- Billboard placement in South Bakersfield

1. Impressions: 727,268

- Valley Ag Voices Advertorial and Half Page Ad

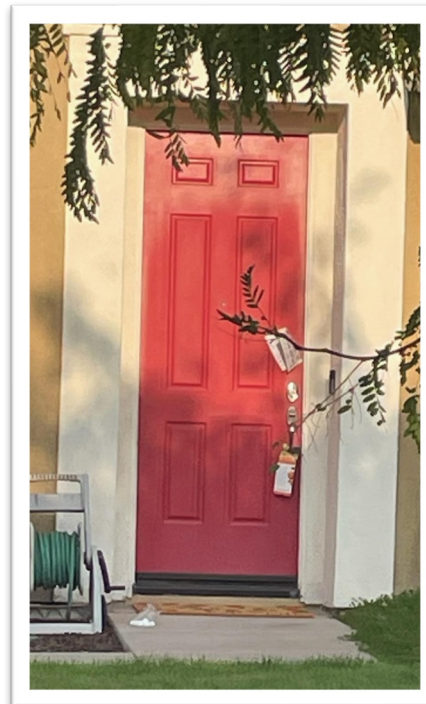
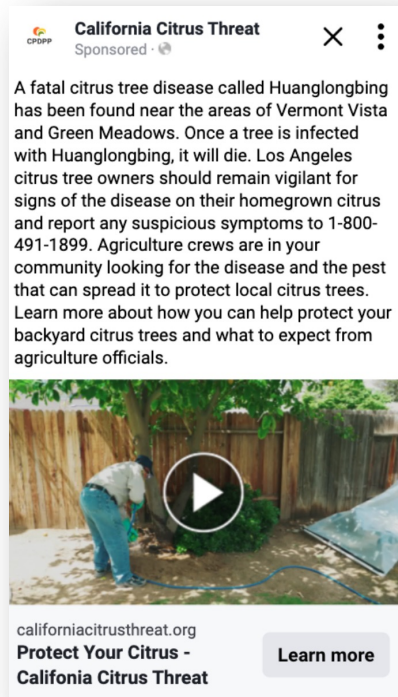
1. Reach: 7,000

- Univision Central Valley Interview



Hyperlocal Outreach and Community Events

- City of Los Angeles hyperlocal outreach encouraging residents to cooperate with agricultural officials and urging residents to be vigilant when inspecting their trees for HLB.
- Ventura County Fair Citrus Day Celebration

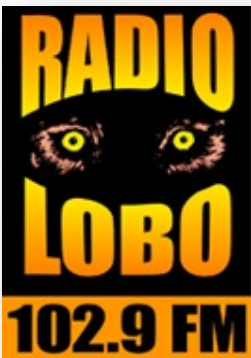


Multicultural Outreach

- **Hispanic Heritage Month**

- Outreach campaign featuring the level of importance residents should place on being vigilant in looking for the ACP and HLB to keep citrus thriving for years to come.

- Radio advertising
- Editorial feature placement
- Media outreach



- **Mid-Autumn Festival**

- Advertorial content development, featuring how residents can celebrate with citrus safely and prevent the spread of the ACP and HLB.



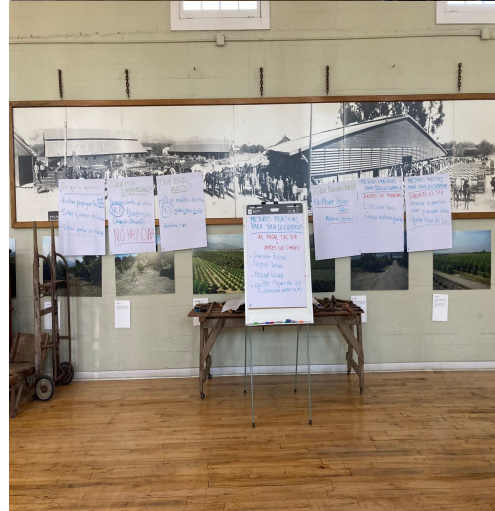
HLB In a Grove Educational Video

- Newly developed “HLB in a Grove” response guide video
 - High-level overview of regulatory requirements in the event of a positive plant sample in a grove
- Recommendation from Science Advisory Panel



Train-the-Trainer Workshops

- Spanish-language workshops held in Santa Paula and Exeter
 - Attendees from over 25 different organizations attended
- Exploring English and Spanish dual-workshop days for future trainings



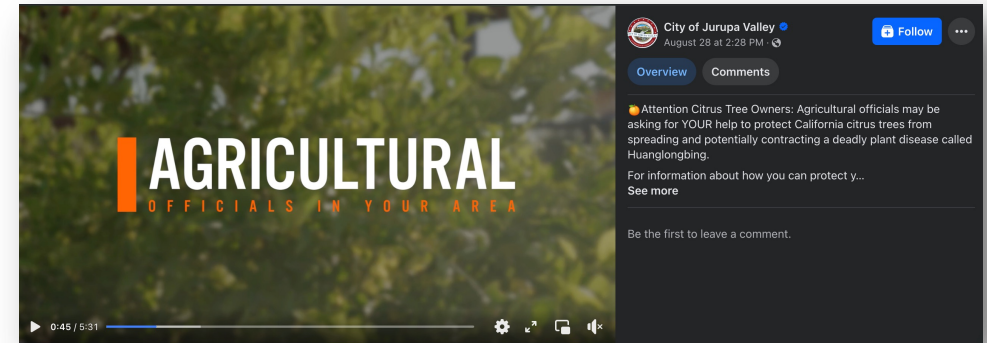
Elected Official Events

- California League of Cities
 - Over 100 engagements with elected officials.
 - Pre-conference eBlast sent to 62 cities, 565 individual contacts
- California State Association of Counties (CSAC), Oakland, Nov. 14-16



Elected Official Outreach Meetings & Activities

- Distributed shareable content to 344 elected officials
 - “With Your Help, Agricultural Crews Can Help Save Backyard Citrus”
 - Used e-mail marketing data and tactics to optimize reach and engagement
- HLB outreach to city of Los Angeles, including Green Meadows and Vermont Vista neighborhoods
- Citrus Hero Award: Buena Park City Officials and Staff





Thank You



CITRUS PEST & DISEASE
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