Outreach Agreements & Budgets

		The state of the s		
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
OEHHA Expenditures FY22-23 (Prior Year)	Agreement Budget \$660,089	Expenditures \$567,431		
		·	Balance	Expended
FY22-23 (Prior Year)	\$660,089	\$567,431	Balance \$92,658	Expended 86%
FY22-23 (Prior Year) FY23-24 (Current)	\$660,089 \$632,589	\$567,431 \$38,042	\$92,658 \$594,547 Remaining	Expended 86% 6% Percentage
FY22-23 (Prior Year) FY23-24 (Current) Overall Outreach Expenditures	\$660,089 \$632,589 Total Budget	\$567,431 \$38,042 Expended	\$92,658 \$594,547 Remaining Balance	Expended 86% 6% Percentage Expended





Recent Outreach Activities



Ventura County ACP+ and HLB+ Detections

Crisis Communications Activations and Outreach Activities

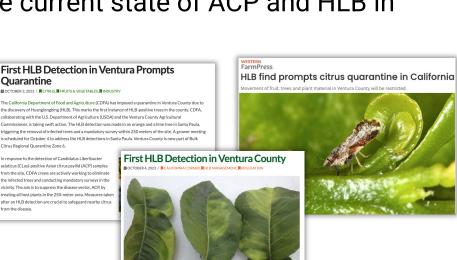
- Crisis Communications Management Team facilitation
- Key message and press release development
- Citrus Insider notifications to statewide distribution list
- Industry partner outreach and notifications
- Media outreach on new CLas+ ACP and HLB+ plant sample detections, including what it means for 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

A Dangerous Pest Poses a Threat to Central Valley's ommercial Citrus

often found this time of year in Kern County, posing ould be on his

ie pest by inspecting their citrus trees regu event the devastating disease from entering Centra alley's commercial groves, potentially ending the ng tradition of citrus in this region and leaving If you suspect ACP in your orchard, please notify the

anticipation of the fall spike in ACP detections ad following the higher-than-normal ACP dections last fall and earlier this spring, The San jsleslie@msn.com or 559-730-8691. aquin Valley ACP/HLB Area-wide Task Force is For more information on the ACP, HLB and ACI commercial citrus orchards east and south of save Kern County's citrus.



from building on the fall foliar flush.

serious threat to Central Valley's commercial citrus. been successful in suppressing ACP populations. By a deadly citrus tree disease called participating in this late summer/early fall treatment growers in Kern County Kern County can greatly reduce the number of psyllids, and thus reduce the risk of HLB being

et been found in While these actions may require additional ions have historically resources, the cost to manage the ACP is far lescreased between August and October in previous than any potential costs or loss to the industry ars. Growers should remain vigilant for signs of should HLB take hold throughout our state. To all must work together in the figh

> California Department of Food and Agriculture Pes Hotline at 1-800-491-1899. For questions, contac Kern County Grower Liaison Judy Zaninovich a

commending a coordinated treatment be applied treatments, visit CitrusInsider.org. Together, we can





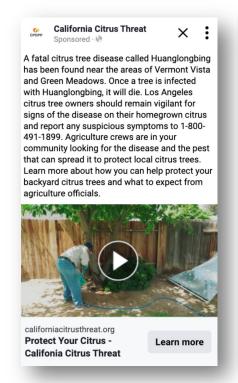






Hyperlocal Outreach and Community Events

 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

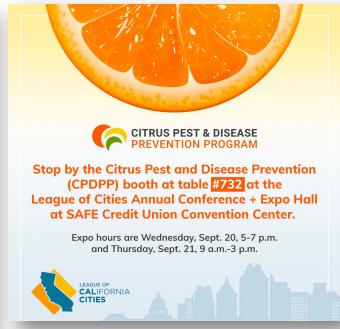
- Spanish-language workshops held in Santa Paula and Exeter
 - Attendees from over 25 different organizations attended
- Exploring English and Spanish dual-workshop days for future trainings



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







California State
Association of Counties

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



