

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

Meeting Minutes
October 11, 2023

The Outreach Subcommittee meeting was called to order by Kevin Ball at 1:30 p.m. on October 11, 2023.

Committee Members Present

Kevin Ball*
Aaron Dillion*

Committee Members Absent

Craig Armstrong Zac Green
John Gless Nick Hill

Interested Parties

Price Adams*	Mark McBroom*	Michael Soltero*
Paul Figueroa*	Alex Muniz*	Nilan Watmore*
David Gutierrez	Keith Okasaki*	Jennifer Willems*
Sara Khalid-Davis*	Curtis Pate*	Judy Zaninovich*
Jessica Leslie*	Caitlin Stanton*	Sandra Zwaal *
Dahmoon Maesomy*	Cressida Silvers*	

(* Participated via Webinar)

Opening Remarks

Kevin Ball welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

Outreach Budget Review

Dahmoon Maesomy presented the outreach budget and expenditures for the current fiscal year, 2023-2024. For the current year, the grower liaison budget is eight percent expended, Nuffer, Smith, Tucker (NST) is 12 percent expended, and the Office of Environmental Health Hazard Assessment is six percent expended. Overall outreach expenditures for this fiscal year are at eight percent.

Update on Strategy Priority 5-Outreach and Collaboration

Overview of Current and Upcoming Activities:

Recent Outreach Activities:

Price Adams presented on recent outreach activities from NST, which included the response to the first positive Asian citrus psyllid (ACP) and huanglongbing (HLB)

detection in Ventura County. NST and CDFA worked together to create a Crisis Communications Management Team, which included key messages and press release development, *Citrus Insider* notifications to a statewide distribution list, and industry partner and outreach notifications. These notifications included links to the ACP and HLB Action Plan, as well as maps of the quarantine zones.

21 media outreach stories are also being published and distributed. Subjects included: what the detection in Ventura County means for homeowners, potential impacts for the industry, and the current state of ACP and HLB in California.

Kern County Proactive Outreach:

Due to historical ACP detections in Kern County around August, NST garnered an outreach campaign on being proactive, spreading awareness on how homeowners can inspect their citrus, and increased vigilance when inspecting for ACP. This paid outreach campaign earned more than 1.2 million impressions. Other topics included an op-ed in the *Bakersfield Californian*, bylined by committee member Keith Watkins, English and Spanish radio advertising, a billboard placement in South Bakersfield, a Valley Ag Voices Advertorial and half page advertisement, and a *Univision* Central Valley interview.

Hyperlocal Outreach and Community Events:

Hyperlocal outreach was conducted in the city of Los Angeles, which encouraged residents to cooperate with agricultural officials and urged residents to be vigilant when inspecting their trees for HLB. CDFA and NST also had a booth at the Ventura County Fair Citrus Day Celebration.

Multicultural Outreach:

NST developed an outreach campaign featuring the level of importance residents should place on being vigilant in looking for the ACP and HLB. This campaign included radio advertising, an editorial feature placement, and media outreach. During the Mid-Autumn Festival, advertorial content was developed, which featured how residents can celebrate with citrus safely and prevent the spread of HLB and ACP.

Elected Official Outreach Updates:

Events for elected officials included the California League of Cities conference where CDFA had a booth. There were over 100 engagements with elected officials. A pre-conference email blast was also sent to 62 cities and 565 individual contacts. NST and CDFA will also be present at that California State Association of Counties in Oakland from November 14-16.

Other outreach elected official meetings and activities included distributing shareable content to 344 elected officials and using email marketing data and tactics to optimize reach and engagement. HLB outreach was conducted in the city of Los Angeles, including Green Meadows and Vermont Vista neighborhoods. The Citrus Hero award was presented to Buena Park City Officials and staff.

Industry Outreach Activities:

Based on a recommendation from the Science Advisory Panel, a newly developed “HLB in a Grove” response guide video was created. This is a high-level overview of regulatory requirements in the event of a positive plant sample in the grove. In August, NST reinvigorated the Train-the-Trainer workshops. Spanish language workshops were held in the cities of Santa Paula and Exeter. Attendees from over 25 different organizations were present. NST is exploring the idea for a dual English and Spanish workshop for future trainings.

USDA Update:

No Update.

University of California Outreach Update:

Dahmoon Maesomy presented on behalf of Dr. Sandipa Gautam. He reported that UC researchers updated the ACP pest management guidelines to include organic pest management guidelines for ACP and HLB management, especially in the San Joaquin Valley. There was an industry day in September at the Lindcove Research center, which included attendees from Future Farmers of America.

California Citrus Mutual Outreach Update:

No Update.

Citrus Research Board Update:

Caitlin Stanton reported that there were over 100 attendees from the industry at the Post-Harvest Conference in September. Registration for the International Research Conference on huanglongbing is now open, and over 160 abstract submissions are under review for this conference.

Grower Liaison Update:

Grower Liaisons updated on their activities, which include sending monthly email updates and treatment reminders. A grower meeting was held in Ventura County, due to the new HLB detection.

Open Discussion and Brainstorming:

Kevin Ball requested to move the Outreach Subcommittee meetings to a different day, rather than the same day as the Operations Subcommittee meeting. This is due to business schedules and low meeting attendance. He also mentioned that Gregorio Rundini is no longer on the committee, and nominees for his position will be announced at the next full committee meeting.

Other Items and Adjournment:

The meeting was adjourned at 2:20 p.m. The next Outreach Subcommittee meeting will be held on January 10, 2024.