

Update on Strategy Priority 5-Outreach and Collaboration

Homeowner Outreach Updates

Price Adams reported that NST is working with San Diego County on media outreach and interview coordination due to the new Huanglongbing (HLB) detection. Quarantine expansions and updates on the Asian citrus psyllid (ACP) in California will be discussed.

66 media stories were secured in San Diego County, including English and Spanish media. The new HLB detection was also shared on national websites, including Yahoo!. 217 calls were also made by San Diego residents regarding the recent detection, a 500 percent increase from January 2023. Interviews were also conducted regarding the Costa Mesa and Long Beach HLB detections. *Food and Wine* magazine also covered HLB in California.

Hyperlocal outreach included a billboard placed in Kern County along Interstate 99 to reiterate the importance of homeowner vigilance. There was targeted outreach in Madera and San Luis Obispo counties, and in the cities of Corona and Chino. This included Facebook and radio advertisements. In the San Jose area, doorhangers and Facebook advertisements in English, Spanish, and Vietnamese were distributed in the delimitation areas of recent detections.

California Department of Food and Agriculture (CDFA) staff were present at the Mountain Mandarin Festival that was held in November. Spanish language media outreach regarding best practices for tree care was also shared.

11 online and print placements were published during the Lunar New Year, spanning the Bay Area and Southern California.

Due to changing protocols, an updated video was created for homeowners on what to expect when agricultural officials visit their property.

Elected Official Outreach Updates

NST had an exhibit booth at the California State Association of Counties conference in Orange County. NST also worked with the County Agricultural Commissioner in Riverside County to create a new banner in a high traffic intersection. Outreach was conducted in cities along the border of all quarantine zones, including the new area in San Diego. HLB outreach was also done in Monterey Park, Temple, Costa Mesa, Brea, and Buena Park. Ventura County Deputy Commissioner Greta Varian was awarded the Citrus Hero Award for helping with ACP and HLB outreach. Citrus content was distributed to over 1,000 elected officials, including tips and prevention methods when gifting citrus during the Lunar New Year Holiday.

Industry Outreach Activities

NST has been facilitating the Science Advisory Panel (SAP) Committee workshop. They are developing a work plan, and outreach-related recommendations posed by the SAP. NST has also been working on the Citrus Pest and Disease Prevention Division (CPDPP) Annual Report. Topics include updated timing, discussions around new pest and disease threats to California citrus, an SAP review of the program, trends, and financial reporting.

Current and Upcoming Activities

Upcoming homeowner activities include social media influencer partnerships with Epic Gardening, Sandra Urban Garden and Coastal Homestead. New key messages around lacewings and hover flies will also be incorporated as additional biocontrol options. The “What to Expect” video will have a rollout shortly, and the CaliforniaCitrusThreat.org website will be refreshed to make it more user friendly.

For industry activities, there will be a refresh of the CitrusInsider.org “Other Pests and Diseases” page. NST will be at the California Citrus Mutual (CCM) Citrus Showcase, and the California Association of Pest Control Advisors (CAPCA) Summit.

Elected outreach updates include a new system for elected official outreach and management, a new banner for San Bernardino County, and a booth for Ag Day at the Capitol in March. NST will also be at the Southern California Association of Governments and the city of Buena Park, working on quarterly content distribution for elected officials.

The CPDPP Outreach Team has also worked to develop a list of priority areas where concentrated outreach efforts will be conducted across all audiences throughout the year. These areas include Riverside/San Bernardino County, Ventura County, Monterey County, Kern County, the Bay Area, and to Pest Control Advisors statewide.

USDA Update

Lucero Hernandez reported that there is a new National Citrus Policy Manager. She is being brought up to speed and will be introduced to CDFA at some point in the future.

University of California Outreach Update

Dr. Sandipa Guatam gave a talk at the fall citrus Integrated Pest Management (IPM) meeting. In November, the Canine Detection Unit was at Lindcove Research Center, where they surveyed for ACP.

In December, outreach materials were distributed during the citrus tasting event at Lindcove. Dr. Guatam is also working with on a San Joaquin Valley guide on managing organic citrus, which will be available soon. She will also meet with grower liaison Judy Zaninovich to discuss managing organic citrus.

California Citrus Mutual Outreach Update

Abby Peltzer reported that the California Citrus showcase will be held tomorrow. There will be a trade show, industry lunch with a keynote speaker, two panel discussions, and seminars on pest and disease management. Continuing education credits will also be offered.

Citrus Research Board Update

Caitlin Stanton updated that there will be two upcoming events, a citrus growers webinar series in June, and a post-harvest conference in September.

Grower Liaison Update

Grower Liaisons updated on their activities, which include sending monthly email updates and treatment reminders. Various liaisons will be at the Citrus Showcase. Other activities include attending task force, grower, packinghouse, master gardeners, Glassy-Winged Sharpshooter, organic group, and Pest Control District meetings, and speaking to publications to spread awareness for ACP and HLB.

Open Discussion and Brainstorming

Kevin Ball mentioned watching a video regarding Florida citrus and its decline, and suggested creating or sharing this video, and reaching out to master gardeners for updates and further engagement.

Other Items and Adjournment

The meeting was adjourned at 2:22 p.m. The next Outreach Subcommittee meeting will be held on May 10, 2023.