



the Valley Center, in San Diego County, huanglongbing (HLB) positive detection which included coordinating a Crisis Communication Management Team call to begin the process of conducting outreach in the area developing key messaging, as well as a *Citrus Insider* notification on the new quarantine expansion. There was media outreach and interview coordination in San Diego on the new HLB detections, including what it means for homeowners, and the current state of Asian citrus psyllid (ACP) and HLB in California. There was also a three-part interview with ABC 10, and 37 stories placed in the San Diego market. NST also supported the December 28, 2023, grower meeting by providing additional outreach to residents and growers in the area.

NST also helped create a citrus display for the San Bernardino County Museum. The display included an English and Spanish overview of HLB and ACP in California.

Part of NST's residential outreach included a social media influencer partnership with Coastal Homestead, who recently shared information regarding regional quarantines, and what residents should look for when purchasing citrus trees.

#### Ventura County Outreach

Additional outreach was done in Ventura County, which included continuing hyperlocal outreach to encourage residents to cooperate with agricultural officials and be vigilant when inspecting their trees. There were also targeted Facebook advertisements, and an interview between the Ventura County star and Citrus Pest and Disease Prevention Division (CPDPD) staff.

#### Industry Outreach Activities:

Updates to the *Citrus Insider* email blasts and website include bulk citrus quarantine requirement updates, a United States Department of Agriculture-Animal and Plant Health Inspection Service (USDA-APHIS) quarantine expansion notification, information on the Valley Center HLB detection, a Santa Barbara County citrus workshop, Oriental Fruit Fly meetings, Valley Center grower meetings, and a fruit fly guide for industry members.

For the Citrus Yellow Vein Clearing Virus detection in Los Angeles County, NST facilitated a Crisis Communication management Team call. NST developed flyers, Frequently Asked Questions, a media statement, a *Citrus Insider* post, and outreach in coordination with the USDA-APHIS for this detection.

#### Elected Official Outreach Updates:

NST attended the California State Association of Counties annual meeting. An invitation to attend CPDPD's booth was sent to 146 individual contacts. Following the detection in Santa Paula, NST conducted outreach to the city of Santa Paula and Ventura County elected officials. 50 elected officials were contacted in total. The city of Escondido elected officials were also contacted, as new parts of the city are now in the HLB quarantine zone near Valley Center.

To help spread the message of not gifting home grown citrus during the holiday season,

NST created a blog, newsletter, and social media content for 307 elected officials to distribute in Southern California.

The Citrus Hero Award was given to the California Agricultural Commissioners and Sealer's Association, Southern Area Group, for their partnership with the California Pest and Disease Prevention Program.

**Upcoming Outreach Activities:**

Upcoming outreach activities that NST have planned include social media influencer partnerships, a statewide public service announcement distribution, an English and Spanish audio news release, a Lunar New Year dedicated outreach campaign, the California Association of Pest Control Advisers Spring Summit, the Citrus Research Board (CRB) sponsored International Research Conference on Huanglongbing (IRCHLB), California Citrus Mutual's Citrus Showcase, updating Pest Control Advisors outreach materials, and outreach with city developers and planners.

**USDA Update:**

No Update.

**University of California Outreach Update:**

Dr. Neil McRoberts presented on behalf of Dr. Sandipa Gautam. He reported that representatives from UC Riverside have participated in fruit fly media interviews, round table discussions, a Pest Control District meeting in San Bernardino, and area wide management treatment discussions.

**California Citrus Mutual Outreach Update:**

No Update.

**Citrus Research Board Update:**

Caitlin Stanton reported that registration for the IRCHLB is now open until March. CRB continues to send out information via the *Citrograph*.

**Grower Liaison Update:**

Grower Liaisons gave updates on their activities, which included sending monthly email updates and treatment reminders. A grower meeting was held with information for residents in Ventura County, due to the new HLB detection. A task force meeting was also attended in Ventura.

**Open Discussion and Brainstorming:**

There was a brief discussion on keeping the Committee and subcommittees in the loop regarding fruit fly infestations throughout the state.

**Other Items and Adjournment:**

The meeting was adjourned at 2:31 p.m. The next Outreach Subcommittee meeting will be held on April 10, 2024.