

Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$666,223	\$439,324	\$226,899	66%
FY23-24 (Current)	\$640,585	\$203,396	\$437,189	31%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$807,955	\$777,387	\$30,568	96%
FY23-24 (Current)	\$867,050	\$182,733	\$684,317	21%
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	\$260,304	\$372,285	41%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$2,134,267	\$1,784,142	\$350,125	83%
FY23-24 (Current)	\$2,140,224	\$646,433	\$1,493,791	30%

Outreach Update

April 10, 2024



CITRUS PEST & DISEASE
PREVENTION PROGRAM



Recent Outreach Activities

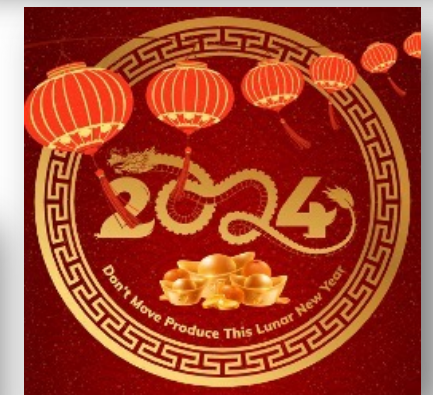
Resident Outreach Activities

Statewide PSA Distribution

- Distribution of the CPDPP PSA to broadcast outlets throughout the state.
 - English and Spanish PSA: 201 plays and 7.4 million+ impressions – and counting

Media Outreach and Research

- HLB+ detections media outreach and coordination
 - Ventura County Star
 - San Gabriel Valley Tribune
 - Orange County Register
 - Chapman University reporter on behalf of Voice of OC
- Lunar New Year Campaign
 - In-language advertorial placements in Vietnamese and Chinese publications throughout the state encouraging residents to celebrate with citrus safely.



Resident Outreach Activities

Hyperlocal Outreach Activities

- Santa Paula doorhanger distribution and outreach support for Ventura CAC and CDFA event on ACP and HLB.
 - English and Spanish
- Targeted social media ads in areas where CDFA are conducting ACP/HLB surveying and treatment activities.



Events and Festivals

- Scion Golden Gate rare fruit growers' exchange and South Orange County rare fruit growers' event
 - Collateral materials coordination and support
- Highland Citrus Harvest Festival
- Riverside Citrus Festival



Huanglongbing Quarantine Outreach Event

A dangerous citrus plant disease called Huanglongbing (HLB) has been found in the Santa Paula area, triggering an HLB quarantine that prohibits the movement of citrus fruit and plant material into or out of the area.

Do you have questions or concerns regarding the HLB quarantine in your area and what it might mean for your citrus trees?

Join us for FREE coffee and donuts! Staff from the California Department of Food and Agriculture (CDFA) and Ventura County Department of Agriculture/Weights & Measures will be available with information and additional resources for all attendees.

This event is free, and registration is not required.

When: Friday, March 8, 2024
7:30 - 11:30 a.m.

Where: Teague Park
300-310 S Stechel Dr.
Santa Paula, CA 93060

For questions about the event, contact:
Ventura County Department of Agriculture/
Weights & Measures:
Santa Paula: 805-933-2926
Camarillo: 805-388-4222

 
CDFA Pest Hotline:
800-491-1899



**Evento de divulgación de la
entena de la Huanglongbing**

Iron una enfermedad mortal de los cítricos Huanglongbing (HLB) en la zona de Santa Paula, se an declaró una cuarentena que prohíbe que se ten frutas o cualquier parte de las plantas cítricas fuera de la zona.

¿reguntas o inquietudes sobre la cuarentena de la entena y lo que puede significar para sus cítricos? **amos café y donut!** El personal del Departamento de Agricultura de California (CDFA) y el Departamento de Agricultura/Pesos y Medidas del condado de Ventura estarán disponibles con información y recursos para todos los participantes.

¿es gratis y no necesita registrarse.

do: El viernes 8 de marzo de 2024
De 7:30 a. m. a 11:30 a. m.

do: Teague Park
300-310 S Stechel Dr.
Santa Paula, CA 93060

tiene preguntas sobre el evento, comuníquese con:
El Departamento de Agricultura/
Pesos y Medidas del condado de Ventura:
Santa Paula: 805-933-2926
Camarillo: 805-388-4222

 
Línea del CDFA para reportar plagas:
800-491-1899



Industry Outreach Activities

Engaging With Industry Members

- Coordinated the development of a Citrograph article for the upcoming summer 2024 issue.
 - Highlighting the importance of county partnerships and support for outreach strategies after new HLB detections.
- Coordinated with Keith Okasaki on the development of a letter to distribute to nurseries as CDFA staff conduct inspections.
 - English and Spanish
 - Pre-quarantine options and regulatory overview for nursery stock inside of an active HLB quarantine zone
- Supported CPDPD's industry event presence by providing focused outreach materials for:
 - CAPCA Spring Summit
 - CCM Citrus Showcase



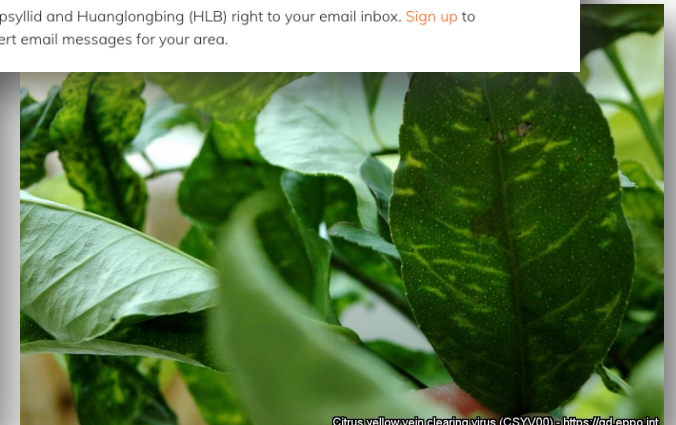
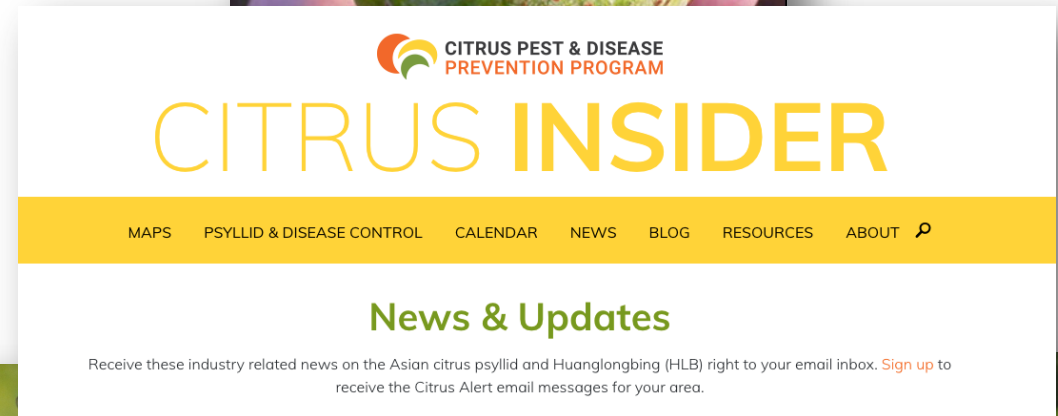
Industry Outreach Activities

Citrus Insider Updates

- Fresh Citrus Fruit Movement Updates for Oriental Fruit Fly
- Update to ACP and HLB Bulk Citrus Movement Requirements

Additional Resources Webpage

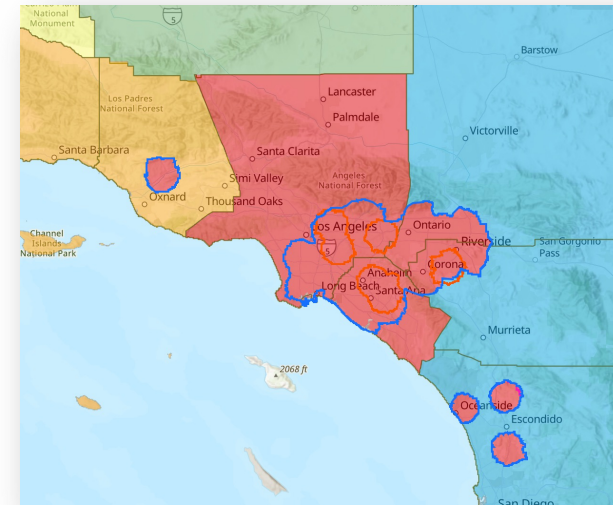
- Creating a new webpage on CitrusInsider.org to host resources outside of ACP/HLB for citrus industry members.
 - CYVCV
 - SOS
 - Invasive fruit flies



Elected Official Outreach

HLB+ Detections and Quarantines

- Conducted outreach to elected officials in the cities of:
 - Norco in response to their first HLB detection
 - Azusa following their first HLB detection
 - Escondido following additional portions of the city being a part of the HLB quarantine zone
- Provided outreach materials to the cities of Signal Hill, Placentia, Paramount and Oceanside after staff had reached out inquiring about more information regarding CPDPD activities in their areas.



Elected Official Outreach

Proactive Efforts

- Coordinated deskside briefing for Citrus Heights city staff, including:
 - Developing PowerPoint presentation.
 - Coordinating CDFA staff availability.
 - Participating and presenting in deskside briefing and sharing resources.
- Connecting with elected officials across the state in 2024:
 - Ag Day at the Capitol – March 19
 - Southern California Association of Governments (SCAG) Annual Meeting – *upcoming May 2-3*





Upcoming Outreach Activities:

- Explore outreach opportunities around Invasive Plant Pest and Disease Awareness Month
 - Integrating general awareness messaging around ACP, HLB and invasive fruit flies
 - Audio news release
 - English and Spanish
 - Press release distribution
 - Earned media opportunities
 - Social media content and advertising
 - Digital graphics and content creation



Thank You



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PREVENTION PROGRAM