



## **Update on Strategy Priority 5-Outreach and Collaboration**

### **Recent Outreach Activities:**

Paige Shewmaker presented on recent outreach activities. A Citrus Pest and Disease Prevention Division (CPDPD) public service announcement (PSA) has started broadcasting throughout in the state. The English and Spanish PSAs had 201 plays, and 7.4 million impressions and counting. This distribution will go through August.

NST also continues to foster ongoing conversations with the media regarding Asian citrus psyllid (ACP) and huanglongbing (HLB). This included an interview with Victoria Hornbaker for the Ventura County Star. NST also reached out to the San Gabriel Valley Tribune and the Orange County Register for the latest updates on HLB and ACP and quarantine requirements in in those respected areas.

An interview was also coordinated with a student reporter from Chapman University on behalf of Voice of the OC on the state of ACP and HLB in California. In-language advertisements were also placed in Vietnamese and Chinese publications throughout the state encouraging residents to celebrate Lunar New Year with citrus safely.

### **Resident Outreach Activities:**

Hyperlocal outreach activities included distribution of door hangers in the Santa Paula area, as well as outreach support for the Ventura County Agricultural Commissioner. Targeted social media advertisements were also placed in areas where CDFA are conducting ACP and HLB survey and treatment activities.

NST also developed materials for the Scion Golden Gate rare fruit growers' exchange, the South Orange County rare fruit growers' event, the Highland Citrus Harvest Festival, and the Riverside Citrus Festival.

### **Industry Outreach Updates:**

NST coordinated the development of a Ctirograph article for the upcoming summer 2024 issue. This issue will highlight the importance of county partnerships, as well as support for outreach strategies for new HLB detections.

A letter was developed and distributed to nurseries where CDFA conducts inspections. These letters are in English and Spanish and discuss pre-quarantine options and regulatory overview on nursery stock inside an active HLB quarantine zone. NST also supported the CPDPD's industry events by providing outreach materials for the California Association of Pest Control Advisors (CAPCA) Spring Summit and the California Citrus Mutual (CCM) Citrus Showcase.

To keep industry updated on critical information, email blasts were sent via the Citrus Insider regarding fresh citrus movement updates for the Oriental Fruit Fly, as well as updates to the ACP and HLB bulk citrus movement requirements. A new additional resources page will also be added to the Citrus Insider. Resources will include

information about Citrus Yellow Clearing Vein Virus, Sweet Orange Scab, and invasive fruit flies.

**Elected Official Outreach Activities:**

NST conducted outreach to elected officials in the cities of Norco and Azusa in response to their first HLB detections, as well as Escondido, where additional portions of the city will be a part of the HLB quarantine zone. Outreach materials were also provided to the cities of Signal Hill, Placentia, Paramount, and Oceanside after their staff inquired about more information regarding CPDPD activities in their area.

Staff for the city of Citrus Heights were provided with a PowerPoint presentation, deskside briefings, and additional resources. NST also connected with elected officials during Ag Day at the Capitol, as well as the Southern California Association of Governments Annual Meeting.

**USDA Update:**

No Update.

**University of California Outreach Update:**

Dr. Bodil Cass presented on UC outreach events that had taken place. This included an ACP and HLB fact sheet for homeowners in Ventura County, articles on citrus pests, and UC blog posts on the UC Agricultural and Natural Resources page. Events included a presence at the HLB conference in Riverside, presentations at the UC Riverside field day, attending pest control and task force meetings, an invasive garden pest workshop in San Bernardino, and participating in the Riverside Insect Festival.

**California Citrus Mutual Outreach Update:**

Abby Peltzer thanked participants for attending the Citrus Showcase that was held last month. She noted that congress approved an additional \$500,000 for the Citrus Breeding Program in Parlier. The program will now receive \$1.5 million in federal funding. A press release was released in coordination with the Citrus Research Board (CRB).

**Citrus Research Board Update:**

Caitlin Stanton reported the CRB participated in the Citrus Showcase and held the International Conference on Huanglongbing in Riverside. There were more than 400 attendees from 15 countries, a panel discussion, over 60 presentations, and nearly 100 poster presentations. Abstracts will be published in the *Journal of Citrus Pathology*. The next conference will be held in Brazil in 2026 or 2027. In June, CRB will host a webinar series. The Vector Disease issue of the *Citrograph* was released last month, and the new citrus varieties issue will be released in the next few months.

**Grower Liaison Update:**

Grower Liaisons gave updates on their activities, which included providing updates to the Hemet, San Diego, and Coachella pest control districts meetings, the Riverside and San Bernardino Farm Bureau meetings, the Ventura Task Force meetings, and the Pest Control Advisors subcommittee meeting. Area wide treatment dates were released for the counties Riverside, San Deigo, San Barnardino, and Ventura, and the schedule will be released next week. Information regarding fruit flies was also provided. Coordination for mandatory grower treatments for commercial properties in the delimitation areas is also being worked on. Emails and general HLB and ACP information were disseminated.

**Open Discussion and Brainstorming:**

There was a brief discussion regarding changing the day of the Outreach Subcommittee meetings.

**Other Items and Adjournment:**

The meeting was adjourned at 2:38 p.m. The next Outreach Subcommittee meeting will be held on July 10, 2024.