

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	\$285,947	\$354,638	45%
FY24-25 (New FY as of 7/1/24)	\$571,210	\$0	\$571,210	0%
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	\$499,863	\$367,187	58%
FY24-25 (New FY as of 7/1/24)	\$882,859	\$0	\$882,859	0%
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	\$529,871	\$102,718	84%
FY24-25 (New FY as of 7/1/24)	\$637,595	\$0	\$637,595	0%
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	\$1,315,681	\$824,543	61%
FY24-25 (New FY as of 7/1/24)	\$2,091,664	\$0	\$2,091,664	0%

Outreach Update

July 17, 2024



CITRUS PEST & DISEASE
PREVENTION PROGRAM



Recent Outreach Activities

Resident Outreach Activities

Using Seasonal Angles and Cultural Celebrations to Educate Residents

- **National Garden Month – April**
 - Spanish media outreach: “Why Latinos Love to Garden”
 - Hispanic audiences have a longstanding and cultural history with gardening
 - Spring gardening best practices ANR to California broadcast stations in English and Spanish
 - English ANR – broadcasted 81 times = 14.9 million impressions
 - Spanish ANR – broadcasted 66 times = 11.3 million impressions
- **Don’t Move Citrus Summer Campaign**
 - Leveraging data released by travel organizations that Fourth of July and summer travel was hitting a high –71 million people across the country; 5.4 million people in Southern California
 - Statewide outreach to English and Spanish media outlets
 - Published 146 times with a potential audience of 876,000

Content Creation and Media Outreach

- Biocontrol video content development with Dr. Morgan
- Coordinated meetings with select influencer partners to discuss potential social media activations



Resident Outreach Activities

Hyperlocal Outreach Activities

- Rare Fruit Grower and Master Gardener Outreach
 - Developed a grafting best practice graphic for the **West Los Angeles Rare Fruit Growers chapter**
 - Coordinating CPDPP participation in presentations for the **Orange County and South Bay Rare Fruit Growers chapters** as well as the **San Luis Obispo Master Gardener chapter**
 - Facilitated a meeting with Ventura County Master Gardener Coordinator, Emma Volk



Events and Festivals

- California Strawberry Festival
- Upland Lemon Festival

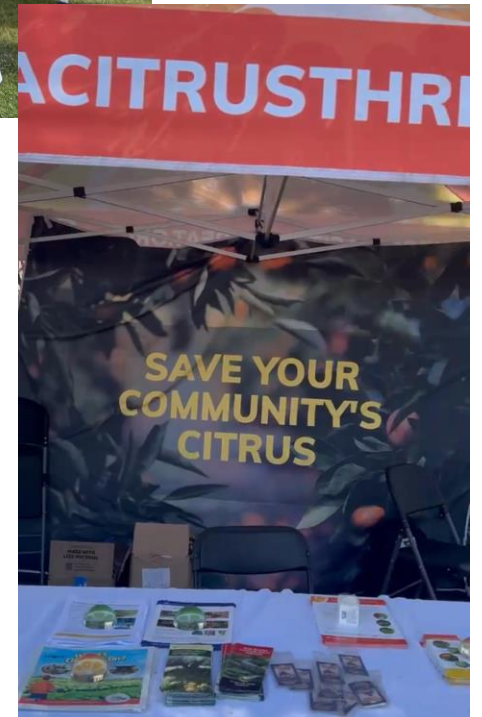


GRAFTING CITRUS SAFELY

A deadly plant disease that kills citrus trees has been found in California. The disease, called Huanglongbing (HLB) or citrus greening disease, isn't harmful to humans or animals, but it is fatal for citrus trees and has no cure. The disease can be spread by a pest called the Asian citrus psyllid (ACP) as it feeds on citrus tree leaves, or by grafting infected budwood. To help protect your community's homegrown citrus and prevent the spread of HLB, it is important to ensure you only use registered budwood when grafting with source documentation.

Disease-free budwood can be ordered from the Citrus Clonal Protection Program at: <https://ccpp.ucr.edu/>

Learn more about ACP and HLB management at CaliforniaCitrusThreat.org.



Industry Outreach Activities

Train-the-Trainer Workshops

- Coordinating “Train-the-Trainer” workshops in late August to engage field crew supervisors on ACP scouting best practices
 - Spanish and English sessions in Southern and Central California

Any recommendations from the Committee? Interest in hosting a training session?

Content Development and Resources

- Updated the CPDPD Crisis Communications plan to highlight specific actions taken when HLB is confirmed on a residential property in a new county or quarantine area
- Finalized reactive Nursery Q&A document which outlines requirements of nurseries that fall within an HLB quarantine



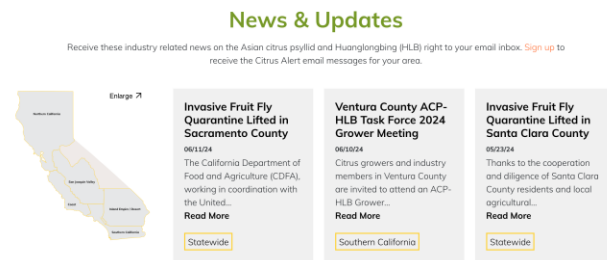
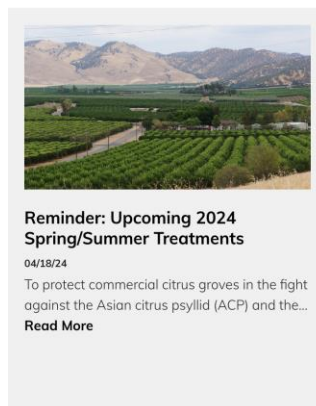
Industry Outreach Activities

Brand new webpage on CitrusInsider.org – Other Citrus Pest and Disease Threats

- Featuring a list of resources, quarantine maps, pest profiles and more for citrus industry members to access highlighting “other” invasive pests and diseases that impact citrus in California outside of ACP and HLB, including:
 - Invasive fruit flies
 - Sweet Orange Scab
 - Citrus yellow vein clearing virus
 - Citrus canker
 - Various pests and diseases included in CDFA’s multi-pest survey

Citrus Insider Updates (Average Open Rate - 47.9%)

- Upcoming 2024 Spring/Summer Treatments
- Update to the ACP-Free Declaration Form
- California Citrus Breeding Program Expanding with Congressional Support
- CDFA Names Victoria Hornbaker New PHPPS Division Director; Interim CPDPD Director Named
- Invasive Fruit Fly Quarantine Lifted in Santa Clara County



Elected Official Outreach

Engaging with Elected and Appointed Officials

- Offered ACP/HLB resources to elected officials in the city of Commerce in response to their first HLB detection
- Met with Ventura County's new deputy agricultural commissioner, Ameer Atrash, to brief him on CPDPP's activities and resources
- Awarded CPDPP's Citrus Hero Award to two recipients, Jessica Naquin and Ken Pellman
- Obtained updated economic impact info from CCM on the California citrus industry to support outreach
 - Developed into educational resources and content to be shared to elected and appointed officials



Elected Official Outreach

Trade Show Events and Conferences

- California Contract Cities Annual Municipal Seminar
 - Over 400 attendees
 - Educated over 50 officials on the threat of ACP/HLB
 - Conducted pre- and post-event outreach to attendees
- Southern California Association of Governments Regional Conference
 - Over 191 cities were represented and 800 attendees
 - Educated over 100 officials on the threat of ACP/HLB
 - Conducted pre- and post-event outreach to attendees





Upcoming Outreach Activities:

- CPDPC Strategic Planning Process
- Continuation of “Don’t Move Citrus” Summer Outreach Campaigns
- Shasta Lake Garden Club Presentation
- Finalize Influencer Partnerships and Produce Content
- Biocontrol Milestone Media Outreach
- Train-the-Trainer Coordination
- New Video Content Development
 - Reaching all audiences
- Composting 101 Blog for Elected Officials
- City Developers & Planners Outreach

Thank You



CITRUS PEST & DISEASE
PREVENTION PROGRAM

University of California

APC/HLB Outreach Updates

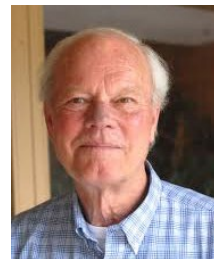
April-June 2024



Working with UC IPM to update the ACP guidelines

UC ACP Workgroup Goals

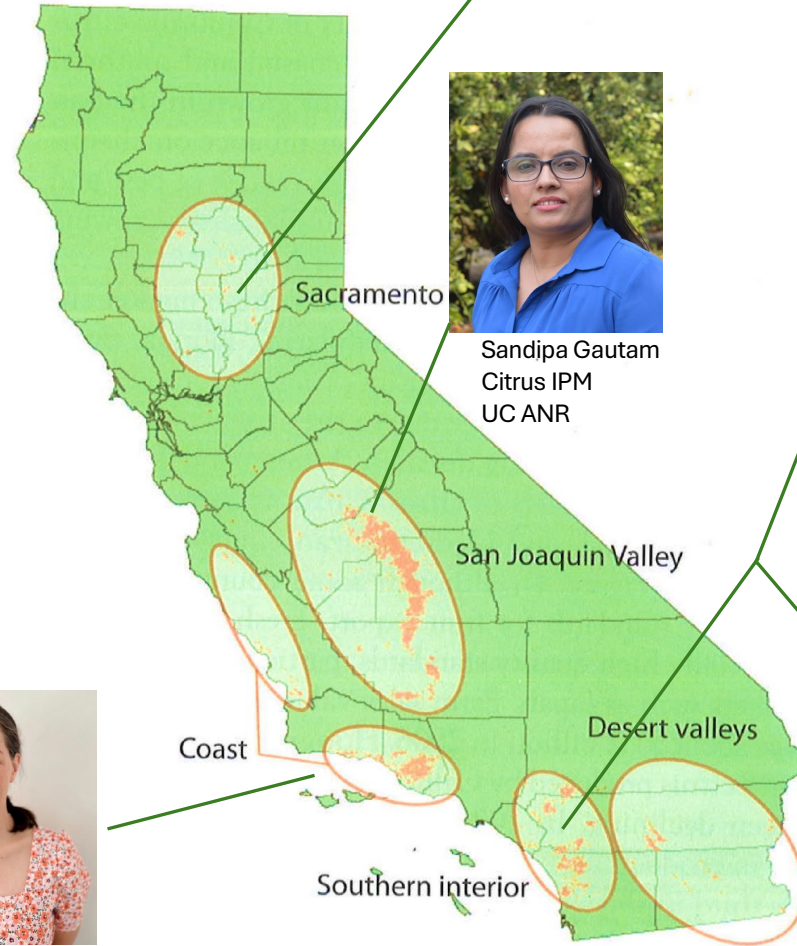
- Update pesticide list to current products, alternative products
- Update pesticide list to include impact to natural enemies
- Tailor recommendations to region and cultivars
- Extension of biocontrol research
- Get feedback from local communities on what's missing



Ben Faber
Subtropical Crops
UC ANR



Hamutahl Cohen
Entomology
UC ANR



Neil McRoberts
Plant Pathology
UC Davis



Sandipa Gautam
Citrus IPM
UC ANR



Neil McRoberts
Entomology
UC Riverside



Mark Hoddle
Entomology
UC Riverside



Bodil Cass
Entomology
UC Riverside



Beth Grafton Caldwell
Emeritus
UC Riverside

UCCE Meetings with NST



- Introductions for new UCCE
- How to share UCCE outreach events for NST input, materials
- How to request printed materials
- Suggested updates e.g. ACP lifecycle, alyssum/beneficial insects, ACP vs. Fruit Fly quarantine
- Bodil Cass (CE Specialist)
- Hamutahl Cohen (CE Advisor)
- Eric Middleton (CE Advisor)
- Ana Pastrana (CE Advisor)
- Chris Shogren (CE Advisor)
- Maggie O'Neil (Master Gardeners)
- Leah Taylor (Master Gardeners)

Publications



Topics in Subtropics Newsletter

University of California Cooperative Extension

Fresno, Kern, Madera, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Tulare, & Ventura Counties

News from the Subtropical Tree Crop Farm Advisors in California

Volume 25, Spring 2024

Effectiveness of Asian Citrus Psyllid Management in Huanglongbing Treatment Zones in Residential Southern California

Matt Daugherty, Department of Entomology, UC Riverside (mattd@ucr.edu)

David Morgan, California Department of Food & Agriculture



Figure 2. *Tamarixia radiata* release locations (green pixels) for a portion of Southern California. Parasitoid photos courtesy of Michael Lewis, UCR

Publications

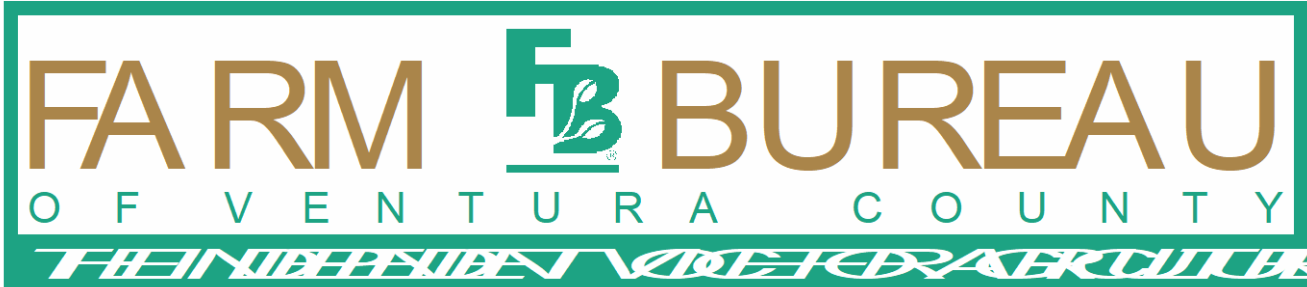
UCANR: Promoting economic prosperity in California

Snakeflies

Author: Ben A Faber

Published on: May 23, 2024

Watch out ACP, Persea Mite, Avocado Thrips. Here comes Snake Fly. Not a snake. And not a fly. But a snakefly. It's always fun to be reminded that there are lots of different predators out there, and this one is one of the more voracious. Although because of its slow reproductive cycle, you don't see a lot of them until you start seeing them all over the place. Here's one that came up in a recent text message.



BIMONTHLY • VOLUME 56, No. 2

MARCH / APRIL 2024

The underappreciated syrphid fly, pollinator and predator

Hamutahl Cohen, Ph.D.
Entomology Advisor, UC Cooperative
Extension Ventura County

Last month an avocado grower in Fillmore sent me a photo of a wrinkled maggot-like larvae and a large question mark. It looked just like a syrphid fly, what we commonly call a hoverfly or flower fly. But this fly maggot was a bright, colorful orange, not the green syrphid larvae I am accustomed to seeing. After consulting with my colleagues, I learned that indeed, it was a syrphid, and syrphids come in a dramatic range of colors and shapes. I was excited to learn that there are actually over 6,000 species of these flies worldwide. There are about 300 species in California, including multiple species in the genera *Allograpta*, *Metasyrphus*, *Paragus*, *Scaeva*, *Sphaerophoria*, *Syrphus*, and *Toxomerus*. After delving into the ecology, behavior, and importance of syrphids, I've come to believe they are an underappreciated workhorse in citrus, avocado, and other crop production. Syrphid flies not only pollinate flowers, but they also play an outsized role in biological pest control, even combatting the Asian citrus psyllid (ACP). In this article I share

that syrphids have a single pair of wings, like all flies, whereas bees and wasps have two pairs of wings. Syrphids also tend to have shorter antennae and less hair than many bees.

Although we generally think of bees as our key pollinators, syrphid flies contribute significantly to pollination, visiting about 70% of food crop species and providing pollen transfer. Although an individual syrphid fly is unlikely to transport as much pollen as an individual bee, syrphids and other flies are so ubiquitous and abundant that en masse they play a crucial role in moving pollen between flowers. Some syrphid species also migrate over hundreds of miles by surfing on high altitude air currents, carrying pollen grains over distances which bees are not capable of flying. For some crops such as avocado, their efficiency as pollinators may rival that of bees—we just started a research trial this year to determine just exactly what their contribution to pollination is relative to honey bees.

Syrphids also play a role in controlling pests. Unlike adults, which feed on pollen and nectar, the larval stage of many species feed on other insects, including aphids, caterpillars, thrips,

range of insectary plants in field margins or between field rows can attract adult syrphids and support their populations throughout the growing season, however not all flowering resources benefit syrphids equally. Although California poppy and phacelia are commonly grown as insectary plants, UC Riverside research by Dr. Hoddle has shown that alyssum and buckwheat attract 10-20 times more syrphids than poppy and phacelia. The small white flowers of alyssum and buckwheat are also attractive to other predators and parasitoids, making them excellent choices for insectary plantings. It is important to note that syrphids are vulnerable to the non-target impacts of many insecticides. While the use of non-crop vegetation such as insectary plants, hedgerows and habitat plantings promote syrphid flies and other beneficial insects, these plants are likely more effective under low input IPM programs with minimal insecticide use.

Have you seen syrphid flies in your crops? What has been your experience with syrphids and pest control? Please reach out to discuss syrphids or anything bugs at hcohen@ucanr.edu.

Publications

Hydrogels and Argentine Ants

Author: Ben A Faber

Published on: June 4, 2024

Update on Novel Ant Control Method in Citrus (MyAgLife in Citrus, Episode 828)

Recently, the Citrus Research Boards, IPM Entomologist, Ivan Milosavljevi?, Ph.D., was a guest on Episode 828 of MyAgLife in Citrus, where he provided an update on a novel method of ant control in citrus. This method utilizes hydrogel beads filled with trace pesticide amounts.

To listen to the episode, please click below.

[Episode 828 | April 30, 2024 | MyAgLife in Citrus – MyAgLife Daily News Report](#)



UCANR: Promoting economic prosperity in California

Movento 24C renewed for Citrus in CA

Author: Ben A Faber

Published on: June 7, 2024

Movento (spirotetramet) has been renewed for use on citrus Asian citrus psyllid in California. It's a foliar spray that is systemic especially moving to new tissue where ACP feeds. It also controls some other pests, such as thrips and leafminer. It has a short persistence effect on natural enemies and has low toxicity issues.

As an interesting aside, I just learned that cryolite (Kryocide, Pro-Kil) which was considered for organic registration at one time, has lost its registration. It was a stomach poison that worked on leaf-feeding beetles and lepidopteran pests like orange tortrix. The high level of fluoride necessitated its loss of registration.



FIFRA Section 24(c) Special Local Need Label

FOR DISTRIBUTION AND USE ONLY WITHIN THE STATE OF CALIFORNIA

Ventura, Santa Barbara, San Luis Obispo, Los Angeles, Orange, San Bernardino, Riverside, San Diego,
Imperial, Monterey, Santa Cruz, and San Benito Counties

For control of Asian citrus psyllid (ACP) on citrus during bloom periods

MOVENTO®

EPA Reg. No. 264-1050

SLN. No. CA-140004

**THIS LABEL EXPIRES AND MUST NOT BE DISTRIBUTED OR USED IN ACCORDANCE WITH THIS SLN REGISTRATION
AFTER DECEMBER 31, 2028.**

Grower Workshops



ABOUT INDIVIDUAL MEMBERSHIP EVENTS CONTINUING EDUCATION SUSTAINING ME

VENTURA CHAPTER & UC RIVERSIDE JUNE CE MEETING

DATE:

June 20, 2024

TIME:

Registration: 7:30 am

Seminar Begins: 8:00 am

Seminar Ends: 4:15 pm

11:15 am-12:00 pm – *Hydrogel Baits for Controlling Pest Ants in Citrus and Grapes* with David Haviland (UCCE Kern County)

3:30-4:15 pm – *Updates on ACP biological control* with Mark Hoddle (UCR)

2024 ACP-HLB GROWER MEETING



JUNE 11TH : HYBRID

IN-PERSON: 1701 LOMBARD ST, OXNARD CA

ONLINE: ZOOM MEETING ID: 833 1062 0864

PASSCODE: ACPHLB

8:30 AM: ACP/HLB UPDATES AND NEW AREA WIDE MANAGEMENT SCHEDULE

SANDRA ZWAAL AND CRESSIDA SILVERS, ACP/HLB GROWER LIAISONS
CITRUS PEST AND DISEASE PREVENTION PROGRAM

9:00AM: ACP-HLB QUARANTINE UPDATES AND REGIONAL READINESS

KEITH OKASAKI ENVIRONMENTAL PROGRAM MANAGER
CITRUS PEST & DISEASE PREVENTION DIVISION CDFA

9:30 AM: PROTECTING VENTURA COUNTY CITRUS: UPDATES ON ACP/HLB EDUCATION, OUTREACH, AND ENFORCEMENT EFFORTS

AMEER ATRASH, DEPUTY AGRICULTURAL COMMISSIONER
VENTURA COUNTY AGRICULTURE / WEIGHTS & MEASURES DEPT

10:00 AM: ACP-HLB RESEARCH UPDATE

NEIL MCROBERTS, NATIONAL PLANT DIAGNOSTIC NETWORK
UC IPM STATEWIDE PROGRAM

11:00AM: IMPROVING THE REGIONAL SPECIFICITY OF CITRUS IPM GUIDELINES

BODIL CASS & HAMUTAH COHEN
UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

11: 30 AM: COVER CROPS AND HOVER FLIES FOR BIOCONTROL OF ASIAN CITRUS PSYLLID

MARK HODDLE, EXTENSION SPECIALIST
DEPARTMENT OF ENTOMOLOGY, UC RIVERSIDE

12:00PM: CA-CRAFT PROGRAM AND ITS APPLICATION PROCESS

IVAN MILOSAVLJEVIĆ, IPM ENTOMOLOGIST
CITRUS RESEARCH BOARD

DPR CEUS (1.25 LAWS AND 2.75 OTHER) ARE AVAILABLE FOR IN-PERSON ATTENDEES ONLY. IF REQUESTING DPR CEUS, REGISTER IN CEREPORTED:

[HTTPS://CEREPORTED.COM/COURSES/290](https://cereported.com/courses/290)

Public Outreach

Riverside Insect Festival – ACP booth

STEM Academy Science Day – Citrus Breeding & ACP booths

