

**Citrus Pest and Disease Prevention Committee  
Outreach Subcommittee Meeting**

Meeting Minutes  
July 17, 2024

The Outreach Subcommittee meeting was called to order by Kevin Ball at 9:05 a.m. on July 18, 2024.

**Committee Members Present**

Aaron Dillion\*                      Kevin Ball\*

**Committee Members Absent**

Craig Armstrong                      John C Gless                      Zac Green

**Interested Parties**

Price Adams*	Anmol Joshi*	Paige Shewmaker*
Carl Baum*	Jessica Leslie*	Cressida Silvers*
Dr. Bodil Cass*	Dahmoon Maesomy*	Caitlin Stanton*
Natalie DeAngelo*	Zachary McCormack*	Nilan Watmore*
Paul Figueroa*	Keith Okasaki*	Jennifer Willems*
Sandipa Gautam*	Margaret O'Neil*	Judy Zaninovich*
David Gutierrez*	Curtis Pate*	Sandra Zwaal*

(\* Participated via Webinar)

**Opening Remarks**

Chair Aaron Dillon joined the meeting late due to technical difficulties. Dahmoon Maesomy welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

**Outreach Budget Review**

Dahmoon Maesomy presented the outreach budget and expenditures for FY 2023-2024(current) and FY 2024-2025(New). For FY 2023-2024, the grower liaison budget is 45 percent expended, Nuffer, Smith, Tucker (NST) is 58 percent expended, and the Office of Environmental Health Hazard Assessment is 84 percent expended. Overall outreach expenditures for FY 2023-2024 are 61 percent. For FY 2024-2025, overall outreach expenditures are zero percent.

David Gutierrez and Carl Baum reported that the new state budget may include an 8 percent reduction and position sweeps, however, the details are not currently known. David and Carl discussed potential budget reductions and operational realignments for FY 2024-2025 and beyond. Options discussed include winter trapping, treatment contracts, county contracts, regulatory contracts, including outreach contracts. A full committee meeting is scheduled for later this fall to refresh CPDPD's Strategic Plan and

build upon previous work while accounting for current needs.

### **NST Update on Outreach and Collaboration:**

#### **Resident Outreach Activities:**

Various targeted resident outreach were conducted over the past few months including: (1) Hispanic National Garden month in April, (2) radio broadcasts on spring gardening best practices, (3) “Don’t Move Citrus” summer campaign, (4) development of biocontrol multimedia and outreach to relevant stakeholders, (5) sharing of resources with rare fruit growers, and (5) attendance at public meetings and festivals to raise resident awareness of ACP and HLB.

#### **Industry Outreach Updates:**

NST is developing a “train-the-trainer” workshop for field crews held in Spanish and English. Updates are being made to the CPDPD’s Crisis Communication plan and to the Nursery Q&A document that outlines requirements of nurseries that fall within an HLB quarantine. Additionally, a brand-new webpage on CitrusInsider.org was launched. This page features quarantine maps, pest profiles and other resources for industry members with an average open rate of 48 percent.

#### **Elected Official Outreach Activities:**

Two individuals were awarded the Citrus Hero Award in Southern California. NST obtained records from California Citrus Mutual (CCM) to further support the importance of citrus outreach and protecting the industry. NST continued to connect with elected officials during trade shows and in-person conferences to promote the importance of protecting citrus.

### **USDA Update:**

#### **No Update.**

Due to lack of representation from USDA during the outreach subcommittee meetings, Dahmoon Maesomy will look to find another representative.

### **University of California IPM Update:**

Dr. Bodil Cass discussed her work with the UC Integrated Pest Management program to update the ACP guidelines. The UC system is working with NST to incorporate more outreach materials and resources within their own websites and publications. Dr. Cass also discussed new publications focused on pesticide use and impacts to natural ACP predators.

Aaron Dillon mentioned the importance of public educating on the various biocontrol methodologies and/or species available and develop relationships with the Agricultural Teachers Association. Dr. Cass agreed to follow up on this topic.

### **California Citrus Mutual Outreach Update:**

#### **No Update.**

### **Citrus Research Board Update:**

Caitlin Stanton mentioned the upcoming California Citrus Research Conference on October 23<sup>rd</sup> in Visalia. Ms. Stanton also mentioned that the California-focused Citrus Research and Field Trials (CA-CRaFT) project is expanding to include Imperial County, and that they are continuing outreach through their various distribution channels.

### **Grower Liaison Update:**

Sandra Zwaal, Judy Zaninovich, Cressida Silvers, and Curtis Pate gave updates on their activities. Sandra Zwaal continued with grower outreach focusing on residents that have 25 citrus hosts or more on their properties in the San Diego and Valley Center Delimitation areas. Communication for ongoing ACP suppression methods with the growers was maintained via email blasts (using documentation from CDFA when relevant). In addition, presentations were provided to relevant county organizations and meetings were held with stakeholders. Judy Zaninovich provided updates to the Kern PCD and the San Joaquin Valley task force and recommended another coordinated treatment for ACP in targeted areas of Bakersfield. Cressida Silvers stated that she briefed the Ventura task force and farm bureau and organized the Ventura grower meeting. She provided monthly eblasts to growers in Ventura and San Luis Obispo Counties. She stated that the next areawide treatment will be this fall. Curtis Pate stated that Imperial County has been quiet due to heat. Curtis will also attend the Desert Valley CAPCA meeting.

### **Open Discussion and Brainstorming:**

There was discussion on reaching out to Future Farmers of America (FFA) to develop a curriculum for colleges with agriculture programs and if there were grant funding opportunities that can be utilized. In addition, the degree-day model, also known as a phenology model, is a key component of IPM programs used to predict insect life cycles and in turn help time insecticide treatments. There was discussion around how the model could be incorporated into both outreach materials to help with treatment and IPM practices for HLB and ACP.

### **Other Items and Adjournment:**

The meeting was adjourned at 10:24 a.m.