

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

Meeting Minutes
October 15, 2024

The Outreach Subcommittee meeting was called to order by Aaron Dillon at 9:01 a.m. on October 15, 2024.

Committee Members Present

Aaron Dillion*

Committee Members Absent

Kevin Ball

John C. Gless

Zac Green

Interested Parties

Dr. Bodil Cass*

Zachary McCormack*

Rathkiry Siv*

Natalie DeAngelo*

Alex Muniz*

Caitlin Stanton*

Paul Figueroa*

Margaret O'Neil*

Nilan Watmore*

David Gutierrez*

Curtis Pate*

Jennifer Willems*

Lucero Hernandez*

Alisha Rios*

Helene Wright*

Jessica Leslie*

Paige Shewmaker*

Judy Zaninovich*

Dahmoon Maesomy*

Cressida Silvers*

Sandra Zwaal*

(* Participated via Webinar)

Opening Remarks

Chair Aaron Dillon 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 fiscal year (FY) 2024-2025. The grower liaison budget is 6 percent expended, Nuffer, Smith, Tucker (NST) is 22 percent expended, the Office of Environmental Health Hazard and Assessment (OEHHA) is 6 percent expended and the overall outreach expenditures are 13 percent. Timelines of the budgets and agreements were also reviewed. Overall outreach expenditures for FY2024-2025 are 13 percent.

Update on Strategic Priority Number 5 Outreach and Collaboration

Dahmoon Maesomy reported that CPDPD participated in local events by staffing booths and providing demonstrations of survey activities and biocontrol processes. Further educational opportunities will be distributed to various county Master Gardener's programs during the fall months. The CPDPD will have booths at several events in November, including the Latino Farmer Conference, the Yuba City Nagar Kirtan Festival, and the Mountain Mandarin Festival, where citrus outreach material will be

made available to attendees. Additionally, a press release announcing vacant committee seats was published on October 14.

NST Update on Outreach and Collaboration:

Recent Outreach Activities:

Targeted outreach was conducted for the HLB detections in Fallbrook, San Diego County by collaborating with Grower Liaisons, CDFA, and the San Diego County Ag Commissioner's office to hold meetings to raise public awareness.

Resident Outreach Activities:

Development of new social media content focusing on ACP and HLB was widely distributed. Video content and interviews with CPDPD staff in both English and Spanish were created to help support upcoming outreach efforts and answer questions from residents. Residents were encouraged, via various social media channels, to not move citrus during Labor Day weekend.

Industry Outreach Updates:

NST conducted four "train-the-trainer" workshops. Information on these workshops was shared via the CAPCA Annual conference and in a Citrograph article. There were six new updates sent out via Citrus Insider with a 51 percent open rate. This included outreach to amplify news of invasive fruit flies.

Elected Official Outreach Activities:

NST is taking a "proactive" approach by leveraging Nextdoor and Facebook Marketplace campaigns to extend their reach to those who purchase citrus through these platforms. NST is also utilizing "reactive strategies" for areas in Southern California that are already near the new detections in Fallbrook. Additionally, blog posts on composting and video compilations were created for the Citrus Hero Awards program. Finally, NST mentioned that in-person trade show events and conferences are still used as an effective way to connect with elected officials.

Aaron Dillon asked if messaging to homeowners consisted of the same content. NST responded that core key messages remained the same, however, overall content is tailored depending on the context of the specific situation.

USDA Update:

Lucero Hernandez spoke on potentially expanding the Plant Protection Act (PPA) funding to include California for outreach activities on platforms such as Facebook, YouTube, and electronic billboards. On a national level, citrus outreach is done through the "Hungry Pest" campaign utilizing giveaways and educational activity books. USDA intends to build a curriculum and integrate their campaign into a classroom setting. The curriculum would not be ACP specific, and instead be focused on the general health of citrus.

University of California Integrated Pest Management (IPM) Update:

Dr. Bodil Cass provided information on UC IPM's outreach PowerPoint slide deck and how her team is updating their website. Additionally, she is working on creating an online repository to upload NST's outreach materials for individuals to access materials during events.

Aaron Dillon mentioned the Department of Pesticide Regulation's Alliance Grant Program as a potential source of additional funds for UC IPM programs. Dr. Bodil Cass will be looking into this and will report back at a future meeting.

California Citrus Mutual Outreach Update:

No Update.

Citrus Research Board Update:

Caitlin Stanton mentioned the upcoming California Citrus Research Conference on October 23rd in Visalia. Their post-service issue of Citrograph was released in September. Currently, they are working on their IPM issue that will be coming out in January. The CA-CRaFT program is continuing, and they will have a representative presenting progress on the project at the conference.

Grower Liaison Update:

Sandra Zwaal, Cressida Silvers, Jessica Leslie, and Judy Zaninovich provided updates on their respective activities. Sandra Zwaal discussed the slight HLB quarantine expansion in Riverside. She coordinated the fall area wide treatment schedule for both Riverside and San Bernardino Counties. She also discussed the new quarantine expansion in Fallbrook, San Diego County and their area wide treatment efforts. Cressida Silvers distributed information to her designated counties and notified them of outreach events. She worked with the Santa Barbara County Ag Commissioner's Office to help with information regarding HLB and ACP for their statewide meeting. Jessica Leslie coordinated with the Alliance Pest Control District for treatment to be performed in a residential area of Lemon Cove/Woodlake area and at a packing house. She will continue to send email blasts with relevant information to her designated counties. Judy Zaninovich mentioned a recent detection in Kern County. She continued to distribute information and participated in the ICS calls. She also participated in the San Joaquin Valley Task Force to coordinate treatment efforts. Additionally, she coordinated with the San Joaquin Valley Organic Citrus ACP-HLB Advisory Committee. In the past this committee has produced guidelines for organic growers and is currently working on an IPM document for packing houses in the central valley. She continues to work with various organizations, giving presentations, including one at a chemical company next month.

Open Discussion and Brainstorming:

None.

Other Items and Adjournment:

The meeting was adjourned at 10:08 a.m.