

# Outreach Agreements & Budgets

Grower Liaison Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$666,223	\$439,324	\$226,900	66%
FY23-24 (Current)	\$640,585	\$131,335	\$509,250	21%
NST Expenditures	Agreement Budget	Expenditures	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$807,955	\$789,388	\$18,567	98%
FY23-24 (Current)	\$250,000	\$246,341	\$3,659	99%
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	\$119,544	\$513,045	19%
Overall Outreach Expenditures	Total Budget	Expended	Remaining Balance	Percentage Expended
FY22-23 (Prior Year)	\$2,134,267	\$1,796,143	\$338,125	84%
FY23-24 (Current)	\$1,523,174	\$497,221	\$1,025,953	33%



# Outreach Update

January 10, 2024



CITRUS PEST & DISEASE  
PREVENTION PROGRAM



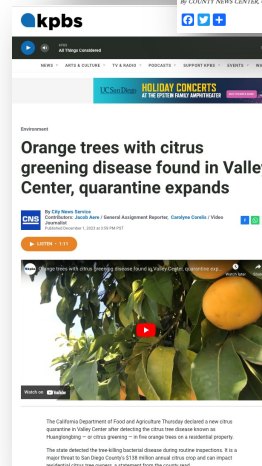


# Recent Outreach Activities

# Valley Center HLB+ Detections

## Crisis Comms and Outreach Activities

- Crisis Communication Management Team
- Key message development
- Citrus Insider notification on quarantine expansion
- Industry partner outreach and notification
- Media outreach and interview coordination on new HLB+ detections, including what it means for homeowners and the current state of the ACP and HLB in California.
  - **37+ stories** placed in San Diego market
  - Three-part interview with ABC 10
  - Interview with the Valley Roadrunner
- Supported Dec. 28<sup>th</sup> grower meeting





# Connecting with Residents

## Ventura County Outreach

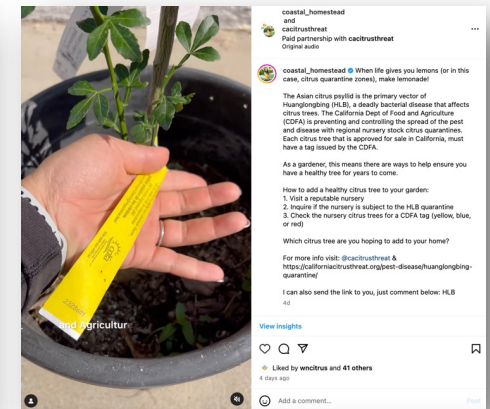
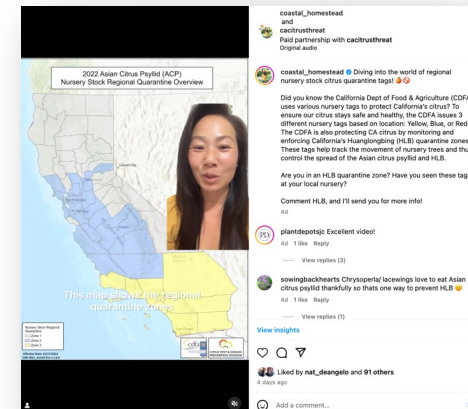
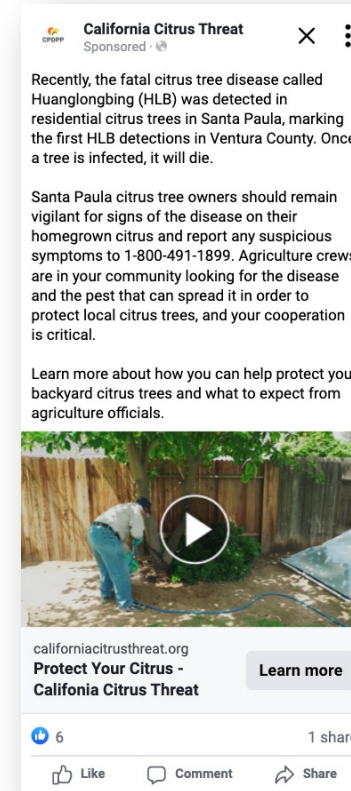
- Continuing hyperlocal outreach to encourage residents to cooperate with agricultural officials and be vigilant when inspecting their trees.
  - Targeted Facebook ads
- Coordinating interview opportunity with Ventura County Star and CPDPD staff.

## Coordinated creation of citrus display for the San Bernardino County Museum

- Overview of ACP and HLB in California
  - English and Spanish

## Influencer partnership with Coastal Homestead

- Content sharing information regarding nursery stock regional quarantines and what residents should look for when buying citrus trees from reputable nurseries.





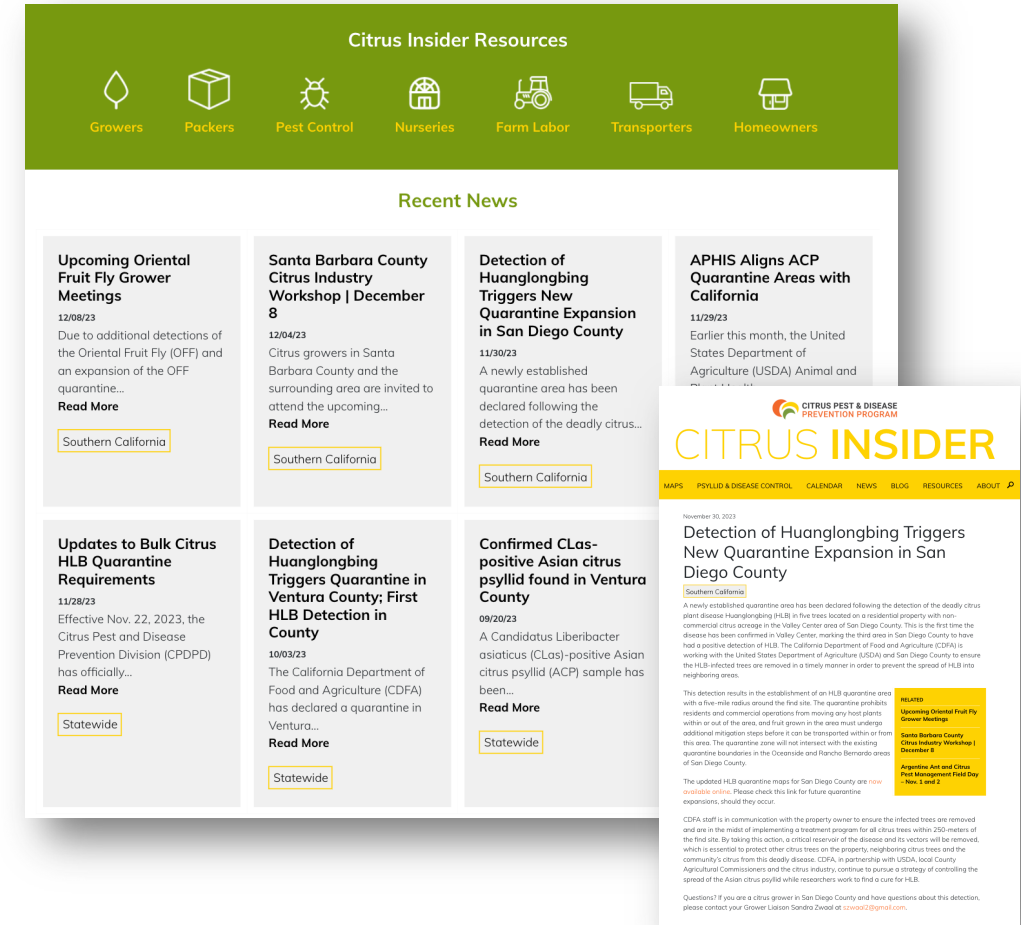
# Industry Outreach Activities

## Citrus Insider Updates

- Bulk Citrus Quarantine Requirement Updates
- APHIS Quarantine Expansion Notification
- Valley Center HLB Quarantine Expansion
- Santa Barbara County Citrus Workshop
- Oriental Fruit Fly Meetings
- Valley Center Grower Meeting
- Fruit Fly Guide for Industry Members

## Los Angeles County CYVCV Detection

- Crisis Communication Management Team facilitation
  - Flyer development
  - FAQs and media statement
  - Citrus Insider post
- Outreach coordination with USDA-APHIS





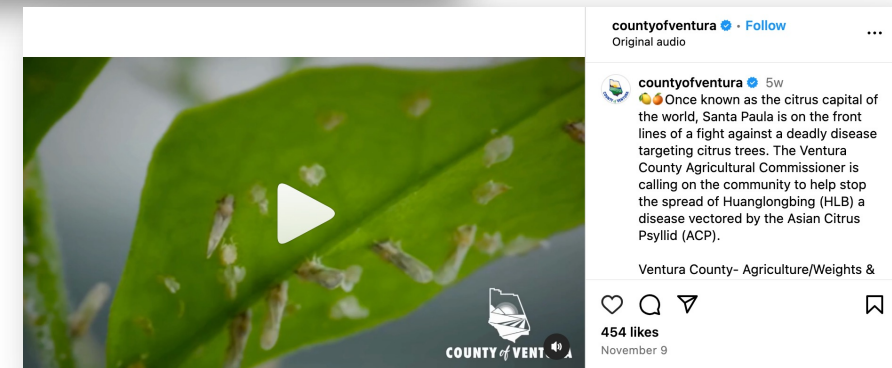
# Elected Official Outreach Activities

## California State Association of Counties (CSAC)

- Invitation sent to 146 individual contacts, representing 64 counties to our booth.
- Connected with other 100 elected officials.

## HLB Detection Outreach

- Outreach to the city of Santa Paula and Ventura County elected officials.
- HLB awareness outreach to adjacent counties and cities:
  - 50 elected officials in total.
- Outreach to the city of Escondido elected officials, as new parts of the city are now in the HLB quarantine zone near Valley Center.





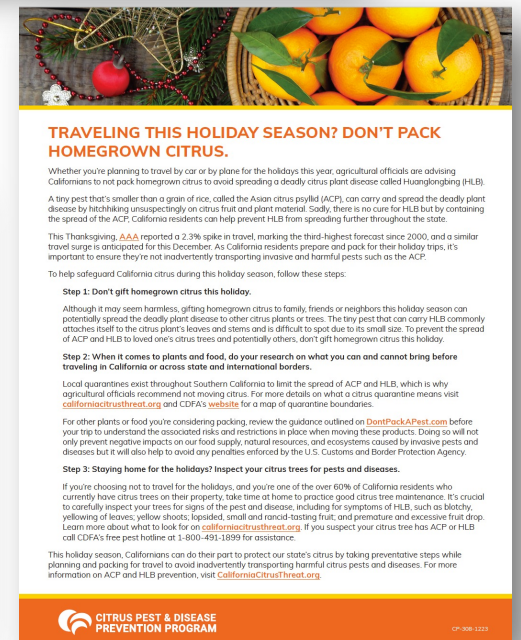
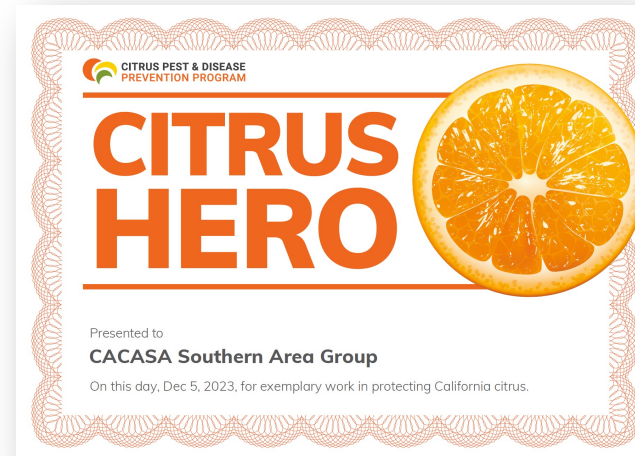
# Elected Official Outreach Activities

## Quarterly content distribution

- Provided blog, newsletter and social media content to 307 elected official contacts focused on urging their residents to not move citrus during the holiday season.

## Citrus Hero Award:

- Recognizing the CACASA Southern Area Group for their partnership with CPDPP.







## Upcoming Outreach Activities:

- Social media influencer partnerships
- Statewide PSA distribution
- Audio News Release – English and Spanish
- Lunar New Year dedicated outreach campaign
- CAPCA Spring Summit
- CRB HLB International Conference
- CCM's Citrus Showcase
- Updating Pest Control Advisers outreach materials
- City Developers/Planners outreach





# Thank You



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