

Industry Ad Hoc Committee Virtual Meeting

OCTOBER 30, 2026

CITRUS PEST & DISEASE PREVENTION PROGRAM

Industry Ad Hoc Committee Member	Organization
Justin Brown (Chair) +Y	D Bar J Orchards
Kevin Ball *+	
Al Bates Y	
John Gless *+	
Julia Inestroza X	
Zak Laffite	
Marcy Martin +	
Mark McBroom *+	
Kurt Metheny *+	
Jim Phillips	Sunkist Growers
Roger Smith *	TreeSource Citrus Nursery
	Alliance of Pest Control Districts

* CPDPC Member
+ CRB Board Member/Staff
X CCM Board Member
Y CCQC Board Member



Agenda:

- Roll Call
- Public Comment
- Committee Objectives and Approach
- Interview Takeaways
- Alignment on the Big Rocks
- Overview of Next Steps

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Industry Ad Hoc Committee Objective

As a voice for the **diverse stakeholders** of the California citrus industry, this committee will **provide direction and recommendations** to the Citrus Pest and Disease Prevention Committee that identify opportunities to **evolve the program in support of our long-term goal of keeping HLB from spreading in commercial groves.**

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CPDPC Guiding Elements

Mission (CPDPD's Core Business):
To protect all of California's commercial citrus industry from invasive pests and diseases through the development and implementation of effective policies and regulations.

Vision (Destination We Are Working Toward):
To keep all of California's commercial citrus thriving in the face of emerging pest and disease threats.

North Star for Huanglongbing (Our Goal Specific to HLB):
Keep HLB from spreading in commercial groves.

Our Approach

Interviews

- One on one interviews conducted with each Ad Hoc Committee member

Virtual Session

- Facilitated session to review interview takeaways, areas of opportunity and discuss big rocks

In-Person Workshop

- Workshop to dive deeper into the big rocks and provide direction on next steps

Outcomes and Recommendations

- Recommendations and action items will be compiled and a plan for committee review established

Cont. Action Items

- As needed, continued evaluation, research and discussion via subcommittees, task forces or research partners

Starting with the BIG ROCKS



- Big Rocks = most vital, non-negotiable priorities
- Where we should focus our energy for the greatest impact
- Smaller details are still important, but those decisions will be easier with alignment around the big rocks

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Today's

Meeting Objectives

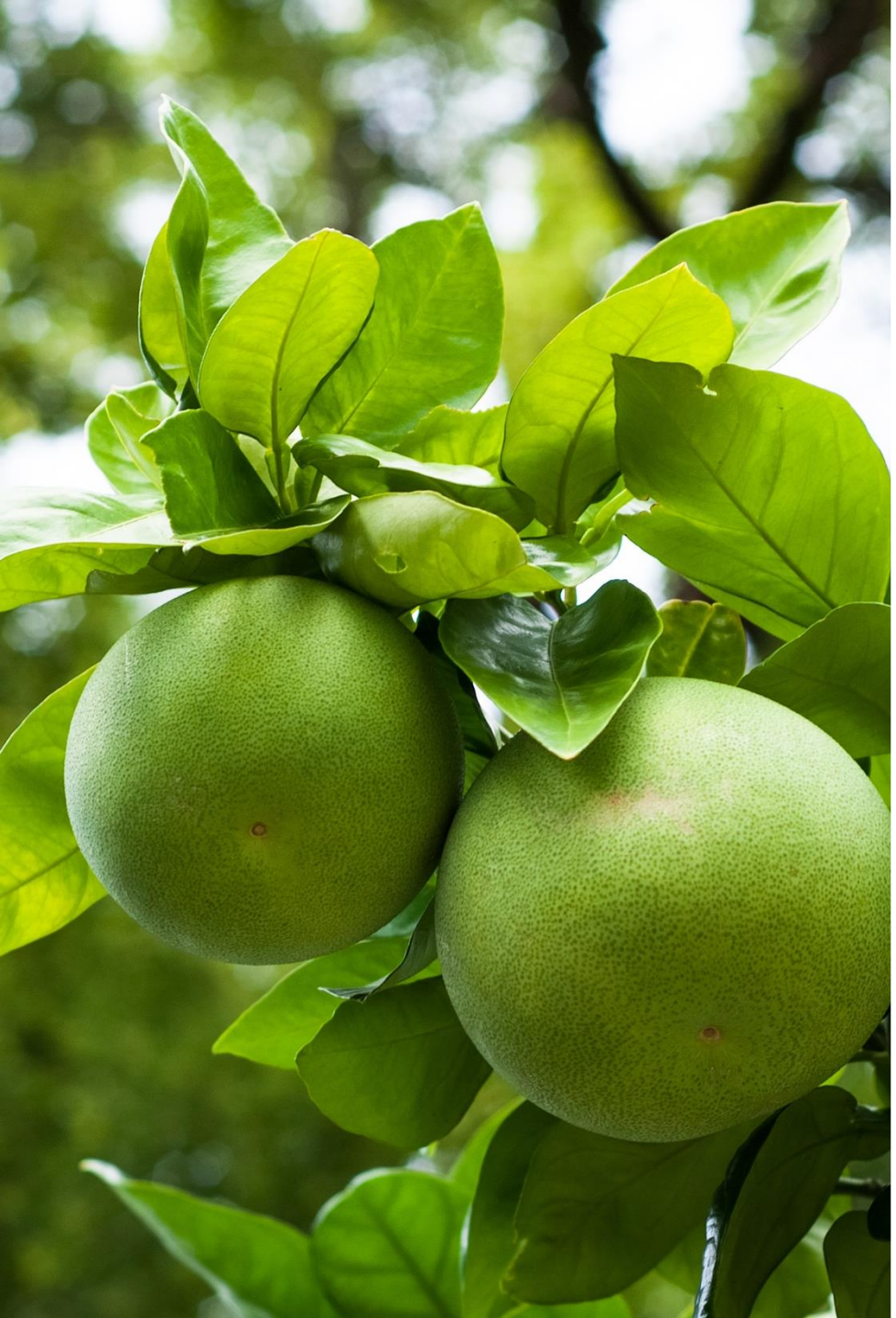
✅ WHAT WE'LL DO

- Review inputs from pre-meeting interviews
- Align on the "Big Rocks"
- Keep the division/committee framework as the focus of our discussion

❌ WHAT WE WON'T DO

- Solve every issue or problem
- Answer all questions
- "Prove" or "disprove" any "facts"
- Determine exact details or tactics for under our "Big Rocks"

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North Star

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Discussion Roles

Industry Ad Hoc Committee Role:

- Think big. Adopt an explorative spirit.
- Think beyond the issues of today.
- Provide strategic direction.

CDFA Staff's Role:

- Serve as subject matter experts.
- Answer questions.
- Listen to direction/input from the committee.

NST's Role:

- Facilitate a focused dialogue.
  - Keep the discussion on track and on time.
- Capture your direction.
- Build feedback into the process.





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Situational Analysis

Interview Takeaways

Biggest Challenges Facing the Industry Related to Pests and Diseases

- Availability of tools to combat pests and diseases/lack of grower control to manage increasing pressures on growers
- Distractions presented by other pests and diseases
- Redundancy and lack of trust among industry organizations
- Impacts of HLB
- Cooperation and communication with growers
- Economic pressures and profitability can deprioritize pest management efforts
- Public sentiment on pesticide safety
- Lack of urgency/awareness among residents
- Decisions driven by individual interest vs. what's best for industry at large
- Pest pressures impact growers differently throughout the state

Biggest Opportunities for the Industry Related to Pests and Diseases

- More challenges than opportunities
- Better collaboration and engagement across the industry
- IPM approach, including biocontrol
- Open communication
- Authority among PCDs
- Market stabilization on the horizon (consolidation, volume planted, etc.)

Biggest Threats the Industry Will Face in 5-10 Years

- Economic pressures
- State government (bureaucracy, regulatory compliance requirements, etc.)
- HLB in commercial groves
  - Unknown where current infestations are; lack of testing
- A fractured industry and committee
- The shift from HLB eradication to management
- Increasing incidence of other pest pressures due to frequent treatments/resistance
- Organic growers
- Global competition
- Distrust of government

Perceptions of Division and Committee

What’s Working, What’s Not

What's Working

Division:

- No HLB detections in commercial groves
- Regulatory and enforcement authority within the state
- Financial support from state and feds
- Implementing a sophisticated, multifaceted IPM approach – eradication, surveying, biocontrol, research, etc.
- Ability to respond quickly and tap additional staff when needs arise
- Support in engaging the public/outreach
- New leadership has been responsive to calls for change/evaluation/transparency
- Solid institutional and technical knowledge

Committee:

- Committee's voice is heard and respected
- Right size, good diversity/representation of the industry
- Terms and pipeline allow for continuity
- Members are knowledgeable, engaged and committed
- Subcommittees are doing good work

What's NOT Working

Division:

- Financial transparency, cost management and spending
- Complexity of the program makes engagement/awareness challenging
- Lack of control over state staffing
  - Hiring, headcount, staff locations, leadership selection, travel restrictions, etc.
- Too much focus on "why we can't" rather than "what if"
- Commercial detection response/tree removal and sampling
- Impact on organic growers
- Lack of measurement tools to define success or progress
- Can view partners as a threat vs. a complement to their work

Committee:

- Lack of unity on the goal, some members have their own agenda
- Lack of engagement and attendance among committee members
- Lack of proportional representation
- Transparency and communication
- Slow pace of decision-making
- Heavy on reporting vs. addressing issues/solutions
- Too much micromanagement, need to empower staff to drive decisions
  - Conversely, others think the role should be more than just advisory

Desired Changes to Division/Committee

- Ability to reallocate/redirect staff resources to meet the current needs of the program
- A fresh look at the action plan; emphasis on commercial ACP suppression, commercial detection response/tree removal and sampling
- More transparency and communication from committee/division
- More transparency and control of grower-contributed funds
- Better collaboration and less duplication among other industry stakeholders
- Continued focus on efficiency
- More efficient and substantive meetings
- Unbiased and engaged committee members/focus on the best interest of the industry as a whole

Areas of Agreement & Discussion

Where We're Aligned

- Economic hardship and regulatory pressures are growing
- Government bureaucracies create lag and frustration
- Growing fragmentation/distrust within the industry
- Our sophisticated, multi-faceted approach is working
- Need to preserve CDFA's regulatory authority
- Refocus activities on core ACP/HLB efforts
- Demands for greater financial transparency and accountability
- Need stronger engagement and communication with growers
- The Action Plan and response to commercial detections should be evaluated
- Need to preserve state and federal funding

Where We Need Further Discussion

- Program’s focus: HLB eradication vs. management
- Committee authority, engagement, structure and representation

Big Rock Candidates

Starting with the BIG ROCKS



- Big Rocks = most vital, non-negotiable priorities
- Where we should focus our energy for the greatest impact
- Smaller details are still important, but those decisions will be easier with alignment around the big rocks

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Big Rock Candidates

1. Identify pathways to reallocate or redirect staff resources to meet the program's current needs.
2. Revise the action plan to address:
   - A definition for when the plan should move from eradication to management (either regionally or statewide).
   - ACP suppression activities, including tarping, spray and move, etc.
   - Commercial detection response, in particular mandatory tree removal.
   - Identify and reduce potential areas of duplication among industry stakeholders.
   - Prioritize operations focused on ACP/HLB without jeopardizing funding sources.
3. Enhance financial transparency and accountability.
4. Increase communication and engagement with growers.
5. Review committee governance, representation and authority to support other big rocks.

Big Rock Candidates - Revisions

1. Identify pathways to reallocate or redirect staff resources to meet the program's current needs.
2. Revise the action plan to address:
   - A definition for when the plan should move from eradication to management (either regionally or statewide).
   - ACP suppression activities, including tarping, spray and move, etc.
   - Commercial detection response, in particular mandatory tree removal.
   - Identify opportunities for collaboration and reducing duplication among industry stakeholders.
   - Prioritize operations focused on ACP/HLB without jeopardizing funding sources.
3. Enhance financial transparency and accountability.
4. Increase communication and engagement with growers.
5. Review committee governance, representation and authority to support other big rocks.
6. Identify opportunities to regularly gather objective, scientific data to best support Committee decisions.


Thank You
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