

CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM OUTREACH SUBCOMMITTEE MEETING

Meeting Minutes
Wednesday, April 3, 2019

The regular meeting of the Outreach Subcommittee was called to order at 1:12 p.m. on April 3, 2019 in Visalia, California.

Committee Members Present:

Mark McBroom Sylvie Robillard

Committee Members Absent:

Aaron Dillon George McEwen Kevin Severns
Beth Grafton-Cardwell

Interested Parties:

Price Adams*	Linda Haque*	Jason Schwartze*
Bob Atkins	Victoria Hornbaker	Holly Deniston-Sheets
Franco Bernardi	Alyssa Houtby	Cressida Silvers*
Teri Blaser	Sara Khalid	Judy Zaninovich
Carolina Evangelo	Jessica Leslie*	Sandra Zwaal*
Sara Garcia-Figuera*	Tracy Moehnke	
Jim Gorden	Lea Periera*	

***Participated via Webinar**

Opening Remarks

Victoria Hornbaker called the meeting to order at 1:12 pm. Victoria welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that there was not a quorum for this meeting.

Review of April 3, 2018 Meeting Minutes

There were no edits or discussion items for the previous meeting minutes.

Update on Strategy 5-Outreach and Collaboration

Update on Outreach Done by Audience

Tracy Moehnke reported that Nuffer, Smith and Tucker (NST) secured 115 media stories and news articles. Since October 1, local media, newspapers and television coverage accounted for 100 of the stories, with six million estimated impressions. There were 15 industry related stories, with an estimated 133,939 impressions. Additionally, an audio news release was distributed to radio stations throughout the State, discussing citrus tree gardening tips. This will add 10 million additional impressions.

Tracy also discussed media coverage on the consumer side. The highest number of impressions that were secured through media coverage was in Southern California, and

the highest number of stories were in Northern California, due to the Asian citrus psyllid (ACP) find in Sacramento.

Through Facebook and Twitter, there were approximately 284,950 impressions. The total engagement rate of the top three Facebook posts was around seven percent. There was a high number of “shares” on Facebook as well. For Twitter, there is a one percent engagement rate.

For the homeowner website CaliforniaCitrusThreat.org, the website received 23,000 page visits, and 19,000 unique visitors. A press release in San Francisco pushed many visitors from that region to the website. In February, ten percent of the website visits were to the Chinese version of the website, due to radio and Facebook advertisements around Lunar New Year.

For the industry website CitrusInsider.org, to date, there have been over 5,000 visits, with over 3,000 unique visitors. The bump in unique visitors may be due to the relaunch of the website. The most visited webpages were the “Maps and Quarantines” page and the “California Detections of Huanglongbing Up 160 Percent in 2018” announcement. For email analytics, the open rate is at 45 percent, while the click through rate is around eight to ten percent. The emails which had the highest open and click-through rates addressed ACP detections in Northern California, and the Central Valley packinghouse meeting in January. It was suggested to send targeted Facebook advertisements to users who are interested in commercial citrus growing in California.

Quarterly Highlights

Media outreach was conducted in response to the ACP detection in Sacramento, resulting in 34 stories, and garnering approximately 1.8 million impressions. To educate Asian-American audiences when gifting plant material and gifting citrus, NST had a booth at the San Gabriel Lunar New Year Festival with in-language spokespeople. Facebook advertisements were also running, targeting Asian-American bay area residents. There is continued Southern California outreach, including Southern California Mandarin radio advertisements. Utility bill inserts were also provided to residents in Anaheim and Arcadia.

Regarding Industry outreach activities, an Annual Report was mailed to growers and shared on the Citrus Insider for Fiscal Year 2017-2018. It included program updates and accomplishments and showcased the breadth of the program and how funds are used. NST also had an informational booth at the California Citrus Mutual (CCM) Showcase and the World Ag Expo. NST also partnered with Committee member Aaron Dillon to educate garden center managers from 60 Lowe’s stores across the State. An advertisement was running in USA Today magazine, which was a special agricultural edition.

NST has been working with trade and agricultural media outlets to secure coverage on the number of Huanglongbing (HLB) detections in 2018 and proactive industry management practices. Coverage also includes changes to ACP quarantines in response to detections.

Mike Kulis had deskside meetings in the cities of Glendora, San Dimas, Claremont, Arcadia, and Irvine. San Dimas added information to their website about ACP and HLB, and the city of Claremont will pass out informational materials after Arbor Day and Earth Day. Arcadia is mailing out inserts to their 15,000-water bill recipients and hosted green waste management tips on their website. Mike, Victoria and the Orange County Agricultural Commissioner also presented to the Newport Beach City Council and are currently working on presenting in Irvine. Lastly, Mike was at the Capitol and staffed the Citrus Pest and Disease Prevention Program booth during AgDay.

Upcoming events and activities for NST include developing a new Public Service Announcement (PSA) for television and radio, movie theater advertisements in La Habra, Anaheim and Garden Grove. NST also secured “Don’t Move Citrus” outdoor billboards on Interstate 5 in Los Angeles/Orange County, and on Highway 99 near Bakersfield in the summer. NST will have booths at community events in HLB areas over the summer. For media outreach, NST will distribute citrus tree care tips for Arbor Day, California Home and Gardening podcasts, and ongoing pest and disease inspections with California Department of Food and Agriculture (CDFA).

Upcoming events for Industry include crisis communication planning for commercial HLB detections. NST will also have a booth at the California Association of Pest Control Advisors Spring Summit.

State of HLB in California Meetings

NST is working with CDFA for the State of HLB meetings, which will take place April 16, 17 and 18. These are presentations that will provide the industry with knowledge of CDFA’s regulatory process if HLB is found in or near their grove.

Roll Out of Outreach Plan for Recommended Voluntary Actions

NST is partnering with Dr. Beth Grafton-Cardwell and developing an executive plan to communicate the recommended voluntary actions for grower liaisons, growers, and pest control advisors.

Grower Liaison Updates

Grower Liaison Role in Outreach

Mark McBroom thanked the grower liaisons for their monthly email updates, and suggested the liaisons utilize NST to set up a template for the monthly updates.

UC Outreach Update

Master Gardener Activities and Projects

Sandra Zwaal updated that the Orange County Master Gardeners will hold a meeting next week to discuss outreach strategies, such as articles and presentations. There was discussion about holding a dedicated ACP/HLB booth at the Orange County fair. There is also a grant-funded project to replace citrus trees with other fruit trees. The San Bernardino master gardeners are continuing to go out and present information.

California Citrus Mutual (CCM) Update

Alyssa Houtby reported that CCM hosted a briefing in Sacramento for legislative staff to provide an update on the current state of HLB in California. Victoria addressed the budget change proposals, and the reason for creating a new citrus division. Neil McRoberts discussed the epidemiology of the pest and the disease, current research projects, and why the State takes certain actions in residential areas and commercial groves. There were around 10-15 attendees. Joel Nelsen was in Washington DC and held a deskside briefing, which focused on the Citrus Health Response Program (CHRP) and Farm Bill funding. In addition, the CCM Citrus Showcase was well attended.

Citrus Research Board (CRB) Update

Carolina Evangelo updated that the Citrus Research Board (CRB) is currently accepting proposals for research projects, with a deadline of tomorrow. CRB also had a booth at the Citrus Showcase event and sponsored a seminar panel discussion. Following the showcase event, the International Research Conference on HLB was held in Riverside. There were around 600 attendees from 23 different countries, with over 120 oral presentations and over 200 poster presentations. Following the conference, there was a post-conference tour with key delegates. The steering committee for the HLB conference will be accepting proposals and will discuss holding the conference every three years. CRB will also be hosting a post-harvest conference in Santa Barbara and will include a food safety section. The 2019 Grower Seminar series will be held on June 24 in Palm Desert, June 25 in Santa Paula and June 26 in Exeter. The California Citrus Conference will be held on October 16, the venue is still to be determined.

Other Items and Adjournment

The meeting was adjourned at 2:36 pm. The next outreach meeting is scheduled for August 21, 2019.