

CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM OUTREACH SUBCOMMITTEE MEETING

Meeting Minutes
Wednesday, August 21, 2019

The regular meeting of the Outreach Subcommittee was called to order at 1:31 p.m. on August 21, 2019 in Sacramento, California.

Committee Members Present:

Mark McBroom* Kevin Severns*
Sylvie Robillard*

Committee Members Absent:

Aaron Dillon George McEwen
Beth Grafton-Cardwell

Interested Parties:

Bob Atkins*	Craig Hanes	Curtis Pate*
Kevin Ball*	Victoria Hornbaker	Jason Sapp*
Sarah Bowles*	Alyssa Houtby*	Alexis Silveira*
Natalie D'Angelo*	Sara Khalid	Cressida Silvers*
Holly Deniston-Sheets*	Michael Kulis*	Judy Zaninovich*
Rick Dunn*	Dr. Neil McRoberts*	Sandra Zwaal*
Carolina Evangelo*	Tracy Moehnke*	
Sara Garcia-Figuera*	Kevin Parent*	

***Participated via Webinar**

Opening Remarks

Mark McBroom called the meeting to order at 1:31 pm. Mark 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.

Outreach Budget and Expenditures

Sara Khalid reported on Outreach's budget and expenditures for Grower Liaisons and Nuffer, Smith, Tucker (NST) for Fiscal Year (FY) 2018 and 2019. She explained that for FY 2018, the Grower Liaisons had a total spent of \$6,280 with a remaining budget of \$36,635.00 from January 2018 to December 2019. From March 2018 to February 2019, a total of \$47,297.41 was spent with \$6,835.92 remaining. From July 2018 to June 2019, \$342,467.97 was spent with \$388,5323.03 remaining. This was compared with FY 2019.

From January 2019 to December 2020, \$5,040.00 was spent with \$41,330.00 remaining. From March 2019 to February 2020, \$31,333.42 was spent with \$21,866.58 remaining, and from July 2019 to June 2020, \$31,285.16 was spent with \$697,714.84 remaining.

For NST's budget, from October 2017-September 2018, \$815,965.59 was spent with \$159,884.41 remaining. For October 2018 to September 2019, \$650,549.21 was spent with \$325,255.79 remaining.

It was asked why there was over \$700,000 remaining for the Grower Liaison budget, and it was answered that some areas work on preparation of finds and outreach only, and there has been a decrease of Asian citrus psyllid (ACP) work, which accounts for most unspent funds.

USDA Update

None.

Update on Strategy 5-Outreach and Collaboration in Support of Strategic Priorities

1-3

Update on Outreach Results by Audience

Since October 1 of last year, NST has secured 300 news articles and stories for both homeowner and industry audiences. ACP and Huanglongbing (HLB) information and messages garnered 43.4 million estimated impressions. This number was due to the large amount of secured radio advertisements. Southern California secured most of the media coverage by region, with 106 stories. Northern California secured 82 stories, the Central Valley had 42 stories, and the Coast garnered 21 stories. This totaled 253 articles or stories for homeowner coverage.

For Facebook and Twitter, posts from the Citrus Pest and Disease Prevention Program's (CPDPP) social media channels secured 768,000 impressions. NST has an advertisement budget that is used for Facebook, and that has the most impressions with 430,841. Non-paid posts on Facebook are also doing well, with 184,595 impressions. The engagement rate for these posts are around four percent. Unpaid Twitter posts have 153,412 impressions.

For the homeowner website californiacitrusthreat.org, the top three locations of users during quarters three and four were Los Angeles, San Diego, and Riverside. More than 50 percent of website traffic came from search platforms. To date, there has been over 37,000 unique visitors to the site.

During quarters three and four, the most visited pages on the industry website citrusinsider.org were information on maps and quarantines, psyllid and disease control, and voluntary best practices.

For Citrus Insider email data from FY 18-19, emails with the highest open and click through rates addressed new requirements for movement of bulk citrus into an HLB area, the Annual Report, and the ACP-HLB Task Force Meetings.

Quarterly Highlights

Over the summer, NST deployed “Don’t Move Citrus” billboards on Interstate 5 in Los Angeles and Orange County, on the 99 Freeway near Bakersfield and on the United States/Mexico border in San Diego. It was suggested to also advertise these billboards in Spanish. Movie theater advertisements were also secured in Anaheim, Garden Grove, and La Habra.

For homeowner outreach, NST staffed booths at several community events located within the HLB quarantine zone and in areas of high interest. These cities include Visalia, Bakersfield, San Gabriel, Garden Grove, Yorba Linda and Chula Vista.

NST also secured and staffed a vendor booth at the California Rare Fruit Growers’ 2019 Festival of Fruit. NST worked with the Citrus Clonal Protection Program to share grafting information, and shared key homeowner messages to members and arboretum visitors.

For elected official outreach, social media content was distributed to elected official and government contacts urging residents not to move citrus during the summer travel months, and to inspect their citrus trees for signs and symptoms for HLB. This content was posted more than 65 times by elected officials, the majority done in HLB quarantine areas.

In July, the Citrus Hero award was awarded to the City of Whittier and in August, the City of Pasadena for their efforts to inform the community about ACP and the threat of HLB to backyard citrus trees.

Outreach to Support Voluntary Actions

For Industry outreach, NST helped develop a voluntary best practices resource that include an At-A-Glance flyer, and an interactive page on CitrusInsider.org. NST also worked with Dr. Beth Grafton-Cardwell and the Citrus Research Board (CRB) to present best practices at the CRB Grower Seminars. It was requested that the results of the seminar be presented at the next Outreach meeting. A communication training was also held for grower liaisons. The voluntary best practices were rolled out, and a press release was distributed about endorsements to industry media outlets, which resulted in nine stories.

Packinghouse Outreach and Train-the-Trainer

NST updated their collateral materials to include more photos, signs and symptoms of ACP and HLB panel card, and redesigned a *Tamarixia* brochure. Upcoming events include “Train-the-Trainer” workshops for field crews and H2A workers. NST also plans to introduce farm bureau, pest control districts, and other industry meetings in the fall to present voluntary best practices and develop resources or a toolkit for partners to use when presenting voluntary best practices. Flyers are also being developed, which will explain the regulatory process for HLB detections in commercial groves, and packinghouse regulatory protocol.

Discuss Other Outreach Needs and Opportunities

Outreach events that are coming up include the distribution of a new Public Service Announcement, a booth at the upcoming Anaheim community event, sponsoring the GrowRIVERSIDE Conference in October, and attending the California League of Cities conference in October.

Grower Liaison Updates

Bob Atkins reported that most of the area wide locations have completed their first fall treatment or are slated to begin. The city of Hemet is working with a researcher at UC Riverside for a biocontrol study under a MAC grant. Various predators are being studied. In Ventura, a F1K9 voluntary program was deployed where dogs surveyed and sat on 211 trees in commercial groves. Growers voluntarily removed the trees. In San Diego, the Pest Control District has been doing well, except for an area in the Santa Paula area, where a ranch is dealing with water issues. In the San Joaquin Valley, the four grower liaisons have been working with groups of Pest Control Advisors and farm managers giving presentations. In San Bernardino, two Saturday grower meetings were held, which targeted smaller growers. In Santa Barbara, an issue with cannabis growers have come up in the Carpinteria area. Growers grow in greenhouses, which draws air in, and this creates problems for applicators for avocados and citrus due to high air flow.

UC Outreach Update

Growers and Pest Control Advisor Outreach

None.

Master Gardener Activities and Projects

None.

CCM Update

Alyssa Houtby introduced the newest member of California Citrus Mutual (CCM), Alexis Silveira, CCM's new communication manager. Alyssa also reported that the BSL-3 Lab has received its permits to open, and researches have been approved for their work. A media event has been scheduled for the grand opening in September. CCM is moving forward with their residential tree removal program, which is funded by a MAC grant. Outreach was conducted in key HLB areas, and this included social media advertisements, door hangers, and mailings to advertise removing trees for free. There are still funds available from Bayer Crop Science for voluntary tree removal.

CRB Update

Carolina Evangelo reported on the grower seminar series that took place in the end of June, which was very interactive. There were over 400 attendees. CRB continues to work with NST on quarterly columns for the *Citrograph* magazine, and an upcoming article discusses the voluntary response program. CRB will be working with UC Riverside for "Citrus Day" which is an event scheduled in January 2020. CRB will hold their annual meeting September 24 where the board will approve projects for the 19-20 FY.

DATOC Update

Dr. Neil McRoberts presented where the Data Analysis and Tactical Operations Center (DATOC) fits into the outreach strategy. Neil presented DATOC's website, which is described as a place where stakeholders and members of the public are made aware of what the group is working on, and why it is being worked on. Neil also stated that there have been 886 pageviews, with 324 sessions. The three most visited pages were the home page, project related pages, and the home page. NST suggested that they will look at the content on DATOC's webpage to integrate it into the Citrus Insider, and other websites.

Other Items and Adjournment

It was suggested a single platform which allows growers to find out which labs they can send HLB and or ACP samples be advertised or created.

A statement will also be crafted regarding treatment refusals in the Camarillo area, and pushback comments found on the NextDoor application.

There was also discussion regarding the dog team visit in Ventura County, and how that will be perceived. It was mentioned that a protocol for the dog sits is being developed.

The meeting was adjourned at 3:22 pm. The next outreach meeting is scheduled for October 2, 2019.