## CPDPD Outreach Budget & Expenditures

### Grower Liaisons

**January 2019 - December 2019**

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Total Spent</th>
<th>Total Budget</th>
<th>Remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200.00</td>
<td>$1,292.00</td>
<td>$560.00</td>
<td>$480.00</td>
<td>$880.00</td>
<td>$1,000.00</td>
<td>$680.00</td>
<td>$720.00</td>
<td>$1,400.00</td>
<td>$440.00</td>
<td>$780.00</td>
<td>$720.00</td>
<td>$9,780.00</td>
<td>$46,370.00</td>
<td>$36,590.00</td>
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**March 2019 - February 2020**

<table>
<thead>
<tr>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Total Spent</th>
<th>Total Budget</th>
<th>Remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,500.12</td>
<td>$7,450.52</td>
<td>$5,626.10</td>
<td>$3,925.62</td>
<td>$5,831.06</td>
<td>$5,447.65</td>
<td>$6,249.72</td>
<td>$5,854.46</td>
<td>$4,935.00</td>
<td>$7,103.60</td>
<td>$2,863.17</td>
<td>$70,116.60</td>
<td>$68,133.33</td>
<td>$(1,983.27)</td>
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**July 2019 - June 2020**

<table>
<thead>
<tr>
<th>Jul</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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<th>Feb</th>
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<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Total Spent</th>
<th>Total Budget</th>
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<tbody>
<tr>
<td>$31,285.16</td>
<td>$24,474.24</td>
<td>$32,864.38</td>
<td>$35,259.36</td>
<td>$27,902.37</td>
<td>$24,740.55</td>
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<td>$358,795.01</td>
<td>$729,000.00</td>
<td>$370,204.99</td>
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</tbody>
</table>

### Nuffer Smith Tucker (NST)

**October 2018 - September 2019**

<table>
<thead>
<tr>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
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<th>Aug</th>
<th>Sep</th>
<th>Total Spent</th>
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</thead>
<tbody>
<tr>
<td>$74,423.98</td>
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<td>$890,187.98</td>
<td>$975,850.00</td>
<td>$85,662.02</td>
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</table>

**October 2019 - September 2020**

<table>
<thead>
<tr>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
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<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Total Spent</th>
<th>Total Budget</th>
<th>Remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>$134,476.02</td>
<td>$59,721.94</td>
<td>$50,346.53</td>
<td>$74,993.11</td>
<td>$65,078.71</td>
<td>$62,442.56</td>
<td>$76,065.41</td>
<td>$48,486.33</td>
<td>$85,224.15</td>
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<td>$-</td>
<td>$-</td>
<td>$656,834.76</td>
<td>$832,925.87</td>
<td>$176,091.11</td>
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</tbody>
</table>
CPDPP OUTREACH REPORT

August 5, 2020
MEDIA COVERAGE RESULTS

- NST secured 236 news articles and stories, in both homeowner and industry media outlets.
- ACP/HLB information and supporting messages garnered 56.4 million estimated impressions.
HOMEOWNER ENGLISH/SPANISH PSA RESULTS

• The Save California Citrus PSA was distributed to television and radio outlets in both English and Spanish.
  – 9,184,900 impressions combined

• Our Spring ANR about gardening while staying at home was distributed in English-only in May.
  – 48 hits on 22 radio stations
  – 20.9 million impressions
Be sure to thoroughly wash your citrus fruit and remove any stems and leaves before sharing beyond your property to limit the spread of Asian citrus psylidy, the pest that can spread Huanglongbing disease.

Portions of San Bernardino County, including Loma Linda and Redlands, are in an HLB quarantine area. The quarantine prohibits the movement plants, leaves or foliage into or out of your area, as well as across state or international borders.

Cooperate with agricultural officials placing traps, inspecting trees and treating for the pest.

If you no longer wish to care for your citrus tree, consider removing it so it does not become a host to HLB.

Call the statewide hotline if HLB symptoms or spots spotted:
800-491-1899.

If you are a homeowner with 25 or more citrus trees, contact Sandra Zwaal, Grower Liaison at SZwaal2@gmail.com for more information.

With your help, we can save California’s citrus trees and the commercial citrus industry in San Bernardino County.

To learn more, visit: CALIFORNIA CITRUSTHRREAT.ORG

Additional Paid Outreach

• KOLA/KCAL ads
• KAZN-AM (Chinese radio ads)
• 15,000 Redlands and Loma Linda mailers
PAID PSA - ASIAN SOCIAL MEDIA RESULTS

- Asian language subtitled PSAs on Facebook
  - Over 750,000 impressions, generating a video completion rate of 75%
PAID SOCIAL MEDIA TACTICS AND RESULTS

- Influencer partnerships and paid social media ads garnered an estimated 6.9 million impressions.
- Asian language audience campaign delivered more than 950,000 impressions at a 1.63% engagement rate.
SOCIAL MEDIA RESULTS

- Posts from CPDPP’s social media channels secured 1,619,000+ impressions.
SOCIAL MEDIA AND CALIFORNIA CITRUSTHREAT.ORG

- In the last quarter, website traffic from social media increased greatly.
  - 44% of visits from social media pages
CALIFORNIACITRUSTHREAT.ORG

- Top locations:
  - Los Angeles
  - San Diego
  - Garden Grove
  - Irvine
DIRECT OUTREACH

• 21,500 doorhangers distributed
  – Soledad, Montclair, Corona, Highland, Colton, La Mirada, Norwalk
• 22,000 utility bills mailed to City of Redlands residents
• 15,000 postcards sent to Redlands and Loma Linda residents
• Attended the GrowRiverside event in October 2019 and San Gabriel Lunar New Year Festival in February 2020
MULTIMEDIA CONTENT

• Drafted script, designed visuals and animation for a new citrus care tips video.
• CaliforniaCitrusThreat.org/News
  – Created infographics about safely donating citrus and popular citrus varieties.

FRUIT DONATION TIPS AND BEST PRACTICES

With an increased demand for food assistance due to Coronavirus impacts, you can help your neighbors by donating unwanted citrus fruit to food banks, church groups and gleaning organizations. Here are some best practices when picking and transporting citrus and tips for donating to nonprofit organizations.

Popular Citrus Varieties and Peak Seasonality

**ORANGE**
- Washington Naval (January-May)
- Good to eat fresh, easy to peel, seedless
- Valencia (May-October)
- Best for juice, hard to peel, few seeds
- Blood Orange (February-May)
- Burgundy flesh, juicy, aromatic

**GRAPEFRUIT**
- Star Ruby (May-October)
- Few seeds, pinkish-red
- Oro Blanco Hybrid (March-July)
- Few seeds, juicy, grows well along the coast

Citrus Tree Care Tips

TIP: Inspect for the psyllid and HLB monthly or whenever watering, spraying or pruning citrus trees.
UPCOMING ACTIVITIES

• F1-K9 media event
• Editorial calendar targeting
• New paid media strategies
• Paid and earned multicultural outreach
  – Multilingual spokespersons
  – Multicultural influencers
Industry Outreach
Activities & Results
From Oct. 2019 – June 2020:

- CitrusInsider.org accrued 10,454 visits from 8,063 visitors.

- Top Pages:
  - Maps & Quarantines
  - Pest & Disease Control
  - Updated Regulations on Bulk Citrus Movement

- Average Email open rate: 40.28%
- Average Email click-thru rate: 8%
INDUSTRY OUTREACH: OCT. 2019 – JUNE 2020

• Secured articles in several industry publications with regulatory updates
• Field crew best practices video
• Quarterly Citrograph article submissions
• Collaborating with Grower Liaisons on direct mail/doorhangers and other outreach needs, including hosting a virtual Grower Liaison meeting in March
• USA Today USDA Special Edition Ad – Spring 2020
• Hosted booths at World Ag Expo, CCM Citrus Showcase
• Hosted Train-the-Trainer workshops in Exeter and Santa Paula
• Coordinated with San Diego County Ag, CDFA/USDA and grower liaisons to host informative meetings for nurseries in Southern California
UPCOMING ACTIVITIES: CAPCA COURSE

- In collaboration with CAPCA and CCM, CPDPP will be coordinating the recording of a CE course.

- Use this opportunity to discuss regulatory mitigations and approved products for use against ACP.
  - Overview of regulatory activities
  - Recent regulatory changes
  - Implications to the industry
  - Approved products for ACP control
UPCOMING ACTIVITIES

• Potential updates to CitrusInsider.org
  – Identifying resources to be translated into Spanish
  – Develop opportunities to house science/research-based news and other articles

• Program promotion
  – Develop monthly spotlights or profiles on CPDPD EPM1s or CPDPP partners and distribute to local farm bureaus and task forces to promote the program
  – Q&A with an EPM and committee member to encourage growers to engage with the committee
UPCOMING ACTIVITIES

• Opportunities for CPDPP to connect with growers
  – Regulatory updates
  – Virtual grower meeting

• Packinghouses
  – Current sentiment
  – Potential solutions

• Additional knowledge or outreach gaps
Elected Official
Outreach Activities & Results
Here in Carson, we love our citrus, but a deadly plant disease called Huanglongbing (HLB) is putting our backyard citrus trees at risk. Watch this new video from @CaliforniaCitrusThreat for HLB information and fall gardening tips. Learn what you can do to avoid the spread of HLB: CaliforniaCitrusThreat.org, https://www.youtube.com/watch?v=JbTkwFouTWo&t=2s

Citrus Tree Care Tips

Here in California, we love our citrus trees. In fact, it is estimated that...

Staying at home doesn’t have to mean staying inside. Enjoy the spring weather outdoors while caring for your backyard citrus with these #gardening tips from californiacitrusthreat.org

Even when we’re not together in person, we must work together to save our community’s citrus.

DESKSIDE BRIEFINGS AND SOCIAL MEDIA OUTREACH

• Held individual in-person and virtual briefings for officials from the following 11 cities:
  - Moorpark, Ojai, Montclair, Chino, Upland, Eastvale, Colton, Ontario, Sierra Madre, Hawthorne, Corona
• Distributed social media content to over 1,200 elected officials and city/county management
  - Fall content included sharing the animated citrus care tips video and sharing the new PSA
  - Spring content included blog posts and social content about best practices for gardening with citrus while staying at home
ADDITIONAL ACTIVITIES

• Information on how to report HLB symptoms was posted to 15 city website pages
• PSA ran on two cable channels for City of Riverside and City of Cerritos
• Distributed monthly Citrus Hero Award to five mayors and three local government staffers
• Hosted booths at League of CA Cities and CSAC conferences
UPCOMING ACTIVITIES

• Leverage local elected officials’ visibility by partnering on op-eds and similar opportunities

• Leverage photos and testimonials from local officials demonstrating their personal interest in protecting their backyard citrus

• Public presentations of citrus-related proclamations or resolutions by city and county officials