

## CPDPD Outreach Budget & Expenditures

| Grower Liaisons              |              |              |              |              |              |              |              |              |              |              |              |              |              |               |
|------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| January 2019 - December 2019 |              |              |              |              |              |              |              |              |              |              |              |              |              |               |
| Jan                          | Feb          | Mar          | Apr          | May          | Jun          | Jul          | Aug          | Sep          | Oct          | Nov          | Dec          | Total Spent  | Total Budget | Remaining     |
| \$ 200.00                    | \$ 1,920.00  | \$ 560.00    | \$ 480.00    | \$ 880.00    | \$ 1,000.00  | \$ 680.00    | \$ 720.00    | \$ 1,400.00  | \$ 440.00    | \$ 780.00    | \$ 720.00    | \$ 9,780.00  | \$ 46,370.00 | \$ 36,590.00  |
| March 2019 - February 2020   |              |              |              |              |              |              |              |              |              |              |              |              |              |               |
| Mar                          | Apr          | May          | Jun          | Jul          | Aug          | Sep          | Oct          | Nov          | Dec          | Jan          | Feb          | Total Spent  | Total Budget | Remaining     |
| \$ 8,500.12                  | \$ 7,450.52  | \$ 5,626.10  | \$ 3,925.62  | \$ 5,831.06  | \$ 6,329.58  | \$ 5,447.65  | \$ 6,249.72  | \$ 5,854.46  | \$ 4,935.00  | \$ 7,103.60  | \$ 2,863.17  | \$ 70,116.60 | \$ 68,133.33 | \$ (1,983.27) |
| July 2019 - June 2020        |              |              |              |              |              |              |              |              |              |              |              |              |              |               |
| Jul                          | Aug          | Sept         | Oct          | Nov          | Dec          | Jan          | Feb          | Mar          | Apr          | May          | Jun          | Total Spent  | Total Budget | Remaining     |
| \$ 31,285.16                 | \$ 24,474.24 | \$ 32,864.38 | \$ 35,259.36 | \$ 27,902.37 | \$ 24,740.55 | \$ 38,849.83 | \$ 42,659.11 | \$ 31,075.33 | \$ 22,162.23 | \$ 19,873.35 | \$ 27,649.10 | \$358,795.01 | \$729,000.00 | \$370,204.99  |
| <b>Totals</b>                |              |              |              |              |              |              |              |              |              |              |              | \$438,691.61 | \$843,503.33 | \$404,811.72  |

| Nuffer Smith Tucker (NST)     |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| October 2018 - September 2019 |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Oct                           | Nov          | Dec          | Jan          | Feb          | Mar          | Apr          | May          | Jun          | Jul          | Aug          | Sep          | Total Spent  | Total Budget | Remaining    |
| \$ 74,423.98                  | \$ 61,980.41 | \$ 47,364.41 | \$ 52,934.23 | \$ 66,966.75 | \$ 76,199.11 | \$ 78,811.63 | \$122,586.47 | \$ 69,327.22 | \$ 77,544.42 | \$ 73,057.93 | \$ 88,991.42 | \$890,187.98 | \$975,850.00 | \$ 85,662.02 |
| <b>Totals</b>                 |              |              |              |              |              |              |              |              |              |              |              | \$890,187.98 | \$975,850.00 | \$ 85,662.02 |

| Nuffer Smith Tucker (NST)     |              |              |              |              |              |              |              |              |      |      |      |              |              |              |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------|------|------|--------------|--------------|--------------|
| October 2019 - September 2020 |              |              |              |              |              |              |              |              |      |      |      |              |              |              |
| Oct                           | Nov          | Dec          | Jan          | Feb          | Mar          | Apr          | May          | Jun          | Jul  | Aug  | Sep  | Total Spent  | Total Budget | Remaining    |
| \$134,476.02                  | \$ 59,721.94 | \$ 50,346.53 | \$ 74,993.11 | \$ 65,078.71 | \$ 62,442.56 | \$ 76,065.41 | \$ 48,486.33 | \$ 85,224.15 | \$ - | \$ - | \$ - | \$656,834.76 | \$832,925.87 | \$176,091.11 |
| <b>Totals</b>                 |              |              |              |              |              |              |              |              |      |      |      | \$656,834.76 | \$832,925.87 | \$176,091.11 |



# CPDPP OUTREACH REPORT

August 5, 2020



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# Homeowner Outreach Activities & Results

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# 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.

## The San Diego Union-Tribune

Bacterial disease in Orange County and Mexico could spread here

By VICTORIA HORNBAKER  
APRIL 16, 2020 | 5:24 PM

While Huanglongbing (HLB) — a deadly citrus tree disease — has yet to be detected in San Diego, the proximity to nearby detections in Orange County and parts of Mexico means citrus trees in San Diego are at risk.

## Protect Floral Park's Citrus Trees During National Gardening Month

A CITRUS TREE DISEASE THREATENS THE SANTA ANA REGION  
—Victoria Hornbaker  
The Citrus Pest & Disease Prevention Program



California - US  
HLB detection causes expansion of quarantine zone in San Bernardino and Riverside Counties



## New HLB Find in California

April 24, 2020 / California Corner, HLB Management

## Los Angeles Times

A disease that could devastate citrus growers has reached San Bernardino County



Blotchy mottle is a typical symptom on citrus leaves infected by Huanglongbing, a deadly citrus disease. (Citrus Research Board)

## Redlands Daily Facts

Citrus disease quarantine hits Redlands and its beloved groves



HLB Quarantine Regulation Change to Further Protect California Citrus

■ APRIL 15, 2020 / ■ REGULATION



State announces four-county quarantine on citrus plants after disease detected



An economically devastating citrus disease has been detected for the first time in San Bernardino County, expanding an already large quarantine area aimed at keeping the malady from hitting the commercial groves centered in the southern San Joaquin Valley, according to California agricultural authorities.



Blotchy mottle is seen on citrus leaves infected by Huanglongbing, a deadly citrus disease. (Credit: Citrus Research Board via Los Angeles Times)

Just one tree near the city of Montclair was stricken with citrus greening disease, or *Huanglongbing*, a bacterial infection spread by a tiny insect, the Asian citrus psyllid, according to the state Department of Food and Agriculture.

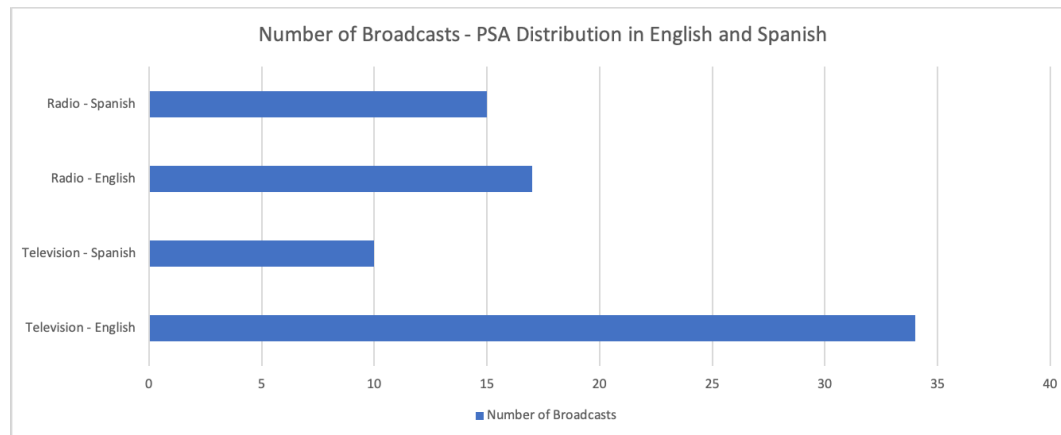


Deadly citrus tree disease detected in Colton

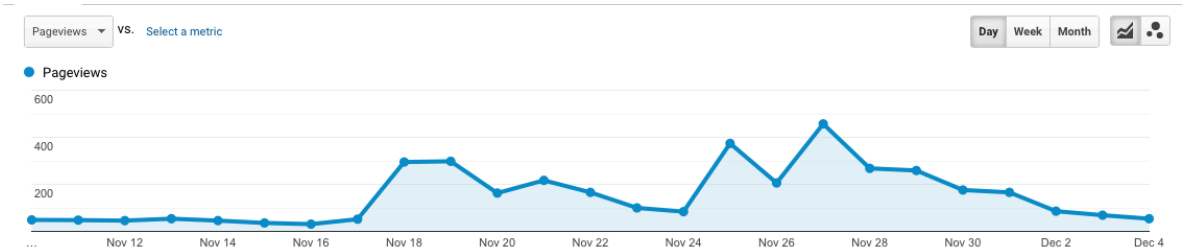


# HOMEOWNER ENGLISH/SPANISH PSA RESULTS

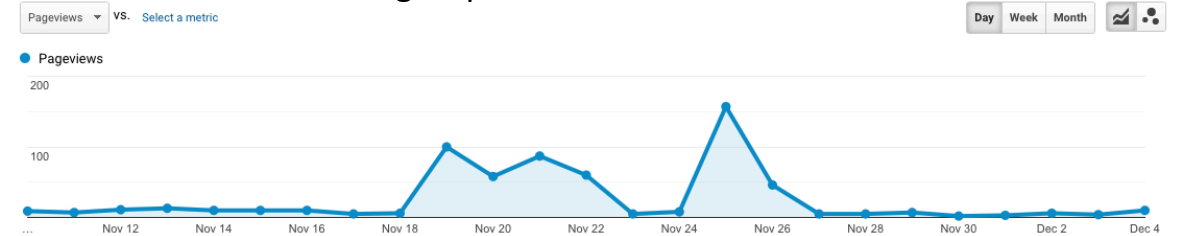
- The Save California Citrus PSA was distributed to television and radio outlets in both English and Spanish.
  - 9,184,900 impressions combined



CaliforniaCitrusThreat.org – English



CaliforniaCitrusThreat.org – Spanish



- 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

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# ADDITIONAL PAID OUTREACH

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- KOLA/KCAL ads
- KAZN-AM (Chinese radio ads)
- 15,000 Redlands and Loma Linda mailers



**SAVE OUR CITRUS!**

- 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 psyllid, 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 are 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.

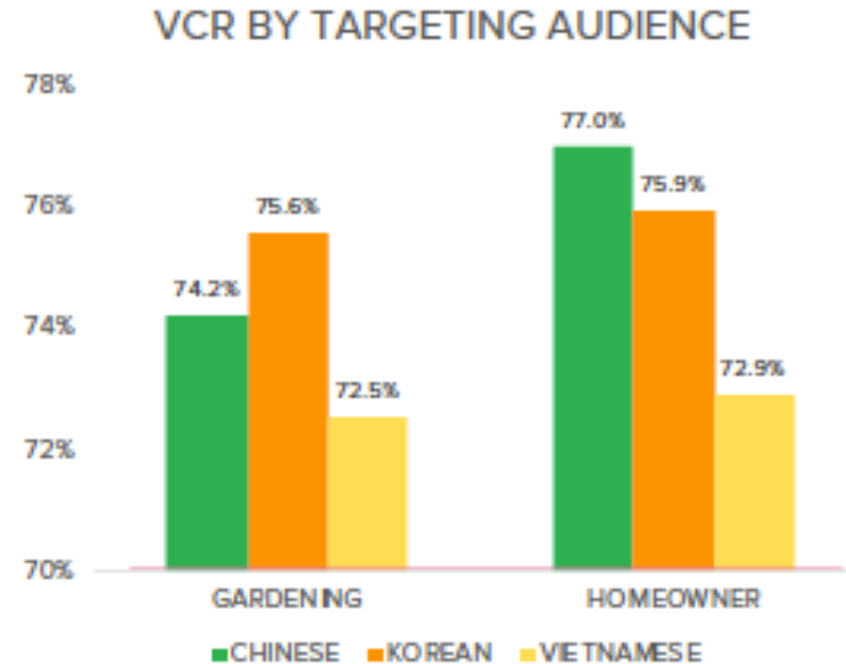
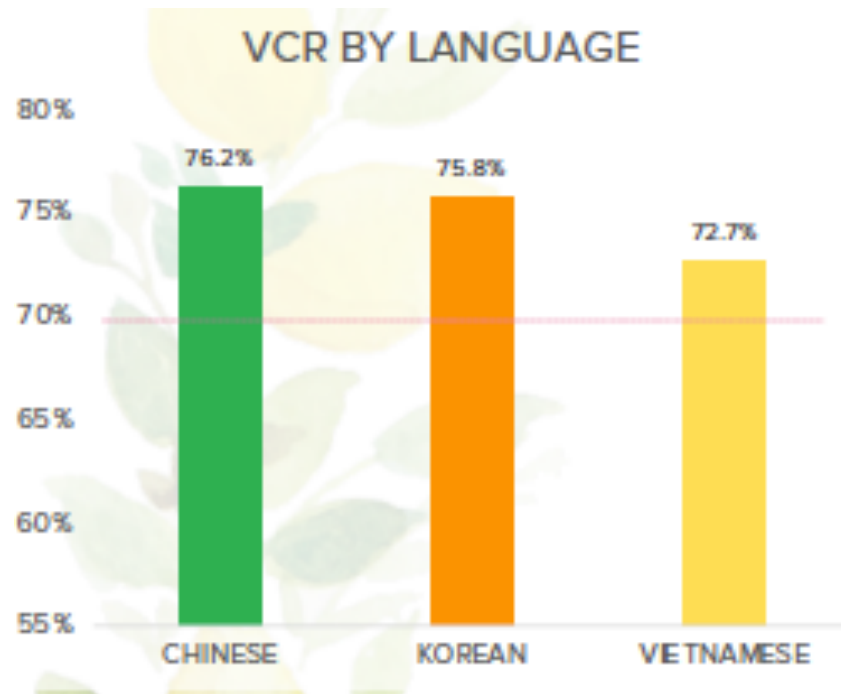
With your help, we can save California's citrus trees and the commercial citrus industry in San Bernardino County.

To learn more, visit: **CALIFORNIACITRUSTHREAT.ORG**



# 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.



This week's paleta flavor was inspired by a partnership with the Citrus Pest & Disease Prevention Program. When they reached out about a partnership, I had to say YES. I had no idea that our citrus in California are actually in jeopardy because of a pest called the Asian citrus psyllid, which can infect citrus trees with a deadly citrus tree disease called Huanglongbing or HLB. Once the tree is infected there is no saving it, so it's crucial that we keep an eye out for signs of the disease, and comply with local agriculture officials who are inspecting citrus trees here in Southern California. [The University of California has recommendations on how to keep your citrus trees healthy.](#)

I, like many people, have really been investing in my garden. One of the trees I potted back in spring was a lemon tree, so learning about this pest threatening our trees was eye opening. Of course, the best way to [protect citrus trees](#) from HLB is to stop the tiny pest that can spread the disease, the Asian citrus psyllid. The University of California has recommendations on how to keep your citrus trees healthy.

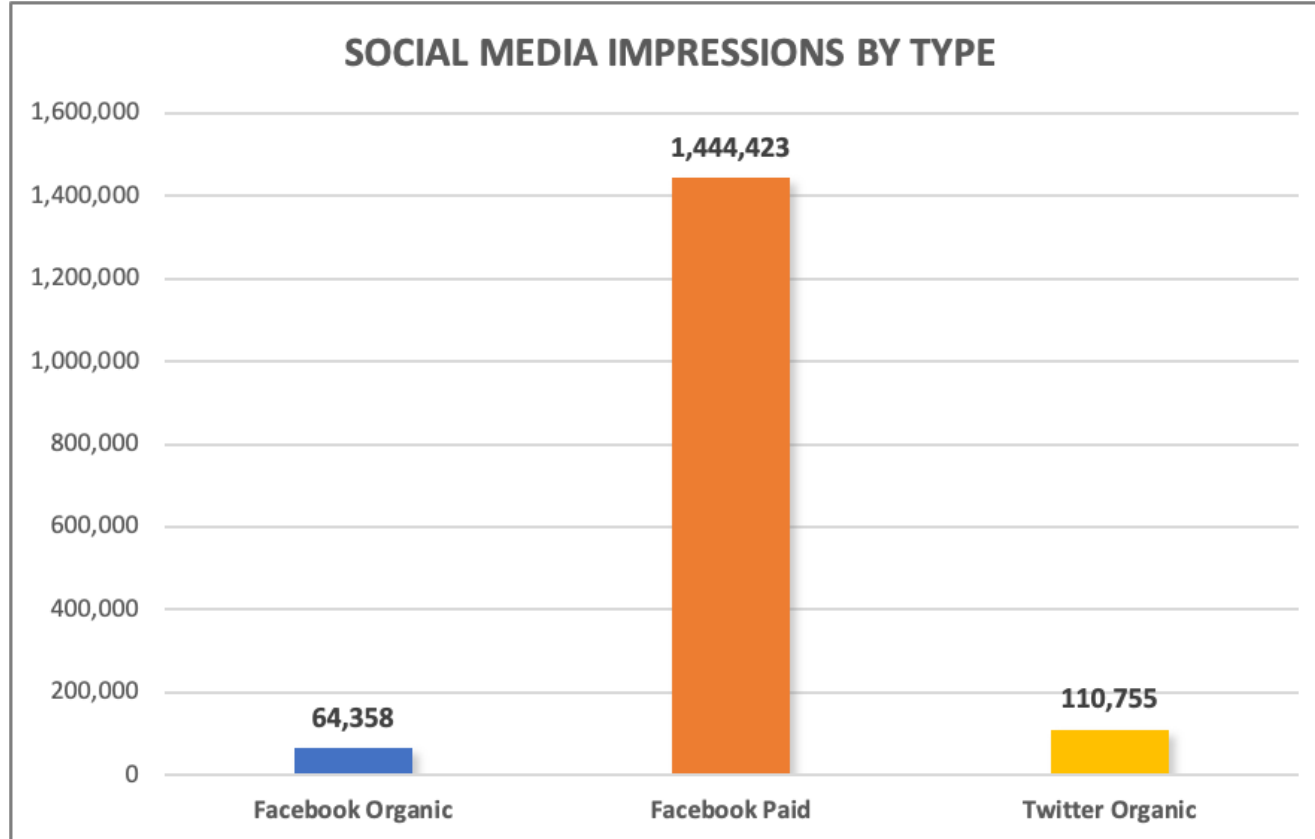
Also, check for symptoms of HLB on the tree whenever watering, spraying, pruning or tending your citrus trees. Here are a few symptoms you should be aware of when checking your own citrus trees at home:

- Blotchy, yellowing leaves
- Fruit drop
- Lopsided fruit
- Rancid-tasting fruit

If you spot HLB in one of your trees, please call the California Department of Food and Agriculture hotline at 800-491-1899 as soon as possible.



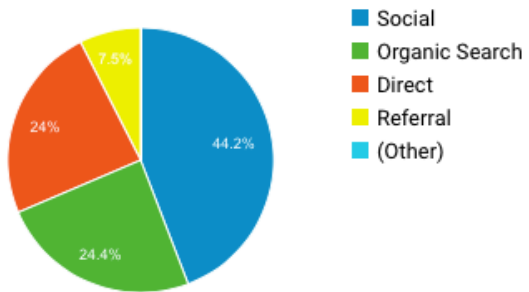
# SOCIAL MEDIA RESULTS



- Posts from CPDPP's social media channels secured 1,619,000+ impressions.

# SOCIAL MEDIA AND CALIFORNIACITRUSTHREAT.ORG

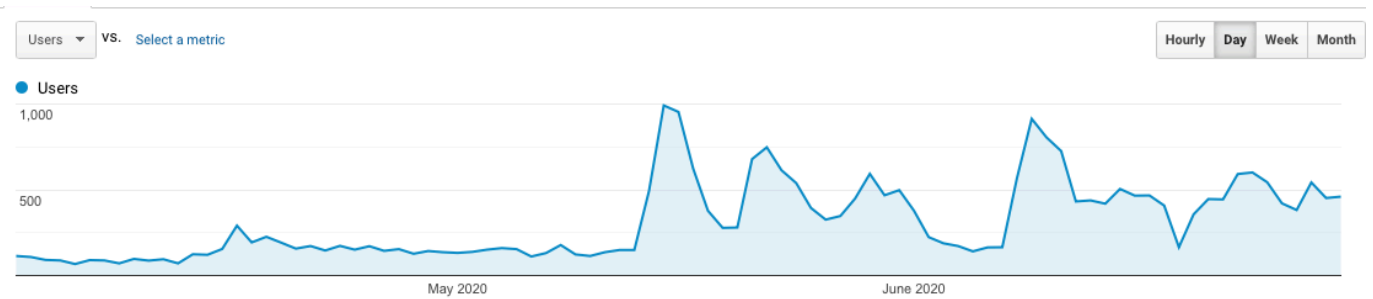
Top Channels



|                  | Acquisition |           |          |
|------------------|-------------|-----------|----------|
|                  | Users       | New Users | Sessions |
|                  | 25,476      | 25,499    | 29,912   |
| 1 Social         | 11,363      |           |          |
| 2 Organic Search | 6,270       |           |          |
| 3 Direct         | 6,161       |           |          |
| 4 Referral       | 1,924       |           |          |

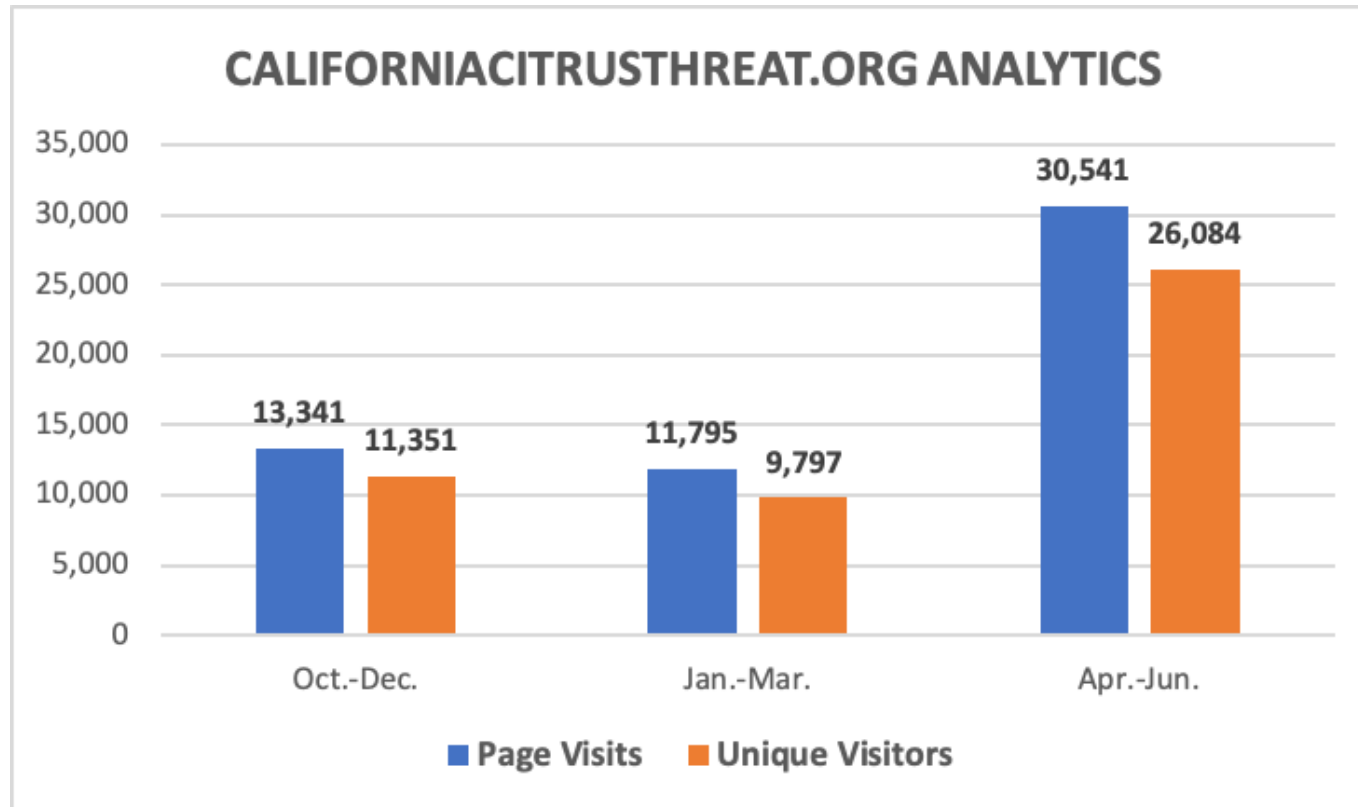
- In the last quarter, website traffic from social media increased greatly.
  - 44% of visits from social media pages

| Page                     |  | Pageviews | % Pageviews |
|--------------------------|--|-----------|-------------|
| 1. /vietnamese/          |  | 8,355     | 20.29%      |
| 2. /pest-disease/        |  | 6,878     | 16.70%      |
| 3. /chinese/             |  | 6,776     | 16.45%      |
| 4. /                     |  | 6,229     | 15.12%      |
| 5. /korean/              |  | 4,478     | 10.87%      |
| 6. /protect-your-citrus/ |  | 1,850     | 4.49%       |
| 7. /pest-disease         |  | 1,173     | 2.85%       |
| 8. /california-citrus/   |  | 680       | 1.65%       |
| 9. /resources/           |  | 567       | 1.38%       |
| 10. /news/               |  | 481       | 1.17%       |





# CALIFORNIACITRUSTHREAT.ORG



- From Oct. 2019 – June 2020, CaliforniaCitrusThreat.org accrued 55,677 visits from 47,196 visitors to the website.
- Top locations:
  - Los Angeles
  - San Diego
  - Garden Grove
  - Irvine

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# DIRECT OUTREACH

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- 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](https://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 Navel (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 flesh

**Oro Blanco Hybrid (March-July)**  
Few seeds, juicy, grows well along the coast



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# UPCOMING ACTIVITIES

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- F1-K9 media event
- Editorial calendar targeting
- New paid media strategies
- Paid and earned multicultural outreach
  - Multilingual spokespersons
  - Multicultural influencers

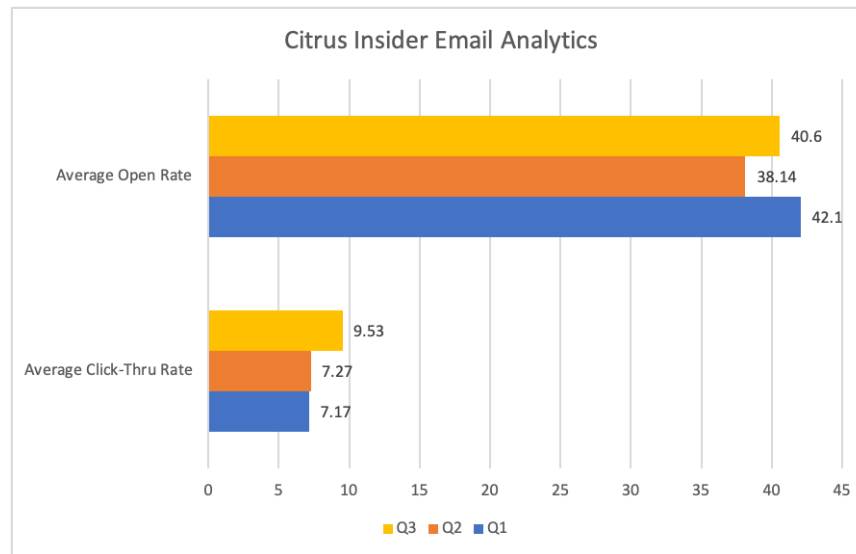
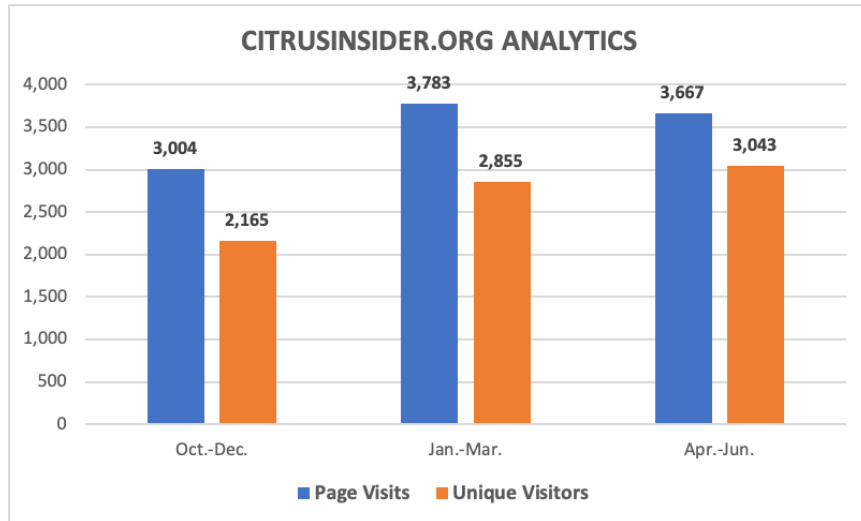
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# Industry Outreach Activities & Results

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# CITRUSINSIDER.ORG



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%

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# INDUSTRY OUTREACH: OCT. 2019 – JUNE 2020

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- 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



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# UPCOMING ACTIVITIES: CAPCA COURSE

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- 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

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# UPCOMING ACTIVITIES

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- 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

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# UPCOMING ACTIVITIES

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- Opportunities for CPDPP to connect with growers
  - Regulatory updates
  - Virtual grower meeting
- Packinghouses
  - Current sentiment
  - Potential solutions
- Additional knowledge or outreach gaps

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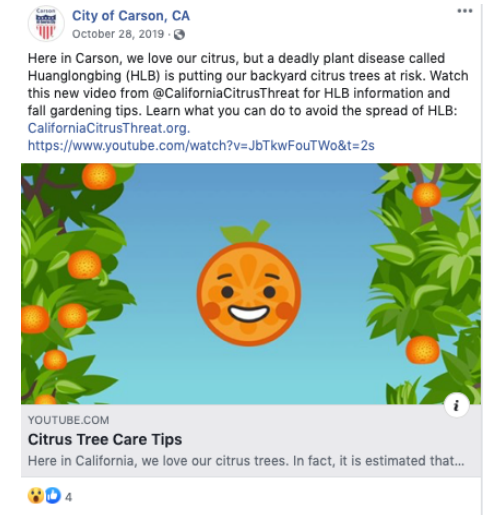
# **Elected Official Outreach Activities & Results**

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# 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



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# UPCOMING ACTIVITIES

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- 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