

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
Wednesday, October 1, 2014

Opening:

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on October 1, 2014 in Visalia, California by Acting Subcommittee Chair Victoria Hornbaker.

Committee Members Present:

Shirley Kirkpatrick Beth Grafton-Cardwell* Kevin Severns*

Committee Members Absent:

Aaron Dillon Mark McBroom
Gus Gunderson George McEwen

Interested Parties:

Dan Dreyer Leslie Leavens* Cressida Silvers*
Victoria Hornbaker David Pegos* Paul Worlie
Alyssa Houtby Teresa Siles Scosha Wright

*** Participated via telephone/WebEx**

Opening Comments

Acting Chair, Victoria Hornbaker, welcomed the Committee, staff, and members of the public participating in person and online. There is not a quorum for this meeting. There is currently still no chair for the Outreach Subcommittee. CPDPC Chairman, Nick Hill, will address this issue at the next full Committee meeting.

Public Comment

Cressida announced that the outreach meetings have been useful for her to listen in regularly so that she is kept updated on ongoing activities since she is not as involved as some of the other grower liaisons.

Approval of minutes

The Subcommittee members in attendance reviewed the August 6, 2014 meeting minutes. There were no corrections made.

USDA Outreach Update:

Abby Yigzaw with USDA was unable to attend the meeting and had nothing to report.

Finance Review:

Teresa Siles reviewed the 2014 expenditures which include both NST and CCM invoices. The budget reviewed is current as of September 19, 2014. The memo included in the packets details the August expenditures. All of the adjustments that have been noted on the budget summary have been approved through the contracts office at CDFA. Teresa reviewed significant increases in the budget, including an increase in advertising costs, which coincides with the increased purchased advertising in August. NST is currently working to process the September invoices and does not anticipate going over any line items in the budget.

Grower Website Review:

Teresa went over website visit numbers and newsletter statistics. In August and September there were over 1,000 visits to the website; with the top page being focused on the grower field trip in August. Visit numbers have decreased from previous months however the open rates for the e-blasts still remains high.

Grower/Liaison Outreach:

Teresa reported that NST has continued to facilitate the monthly grower liaison meetings, giving the liaisons the opportunity to communicate with each another and stay up to date on activities throughout the state. Dan stated that the calls are valuable. Victoria suggested the liaisons having access to a longer call than the one hour provided, if needed. The liaisons and committee members present agreed that would be helpful.

Grower Field Trips and Meetings:

The grower liaison field trip from the Central Valley to San Bernardino took place on September 11, 2014. It was very well attended and received good feedback. There was discussion about planning another field trip in the spring of 2015 however there needs to be the maximum amount of people signed up and committed to going or it would not be cost effective. NST reached out to the Imperial County Agricultural Commissioner regarding interest in having a field trip from Imperial to an area in San Diego or Riverside with high psyllid populations. They liked the idea so NST is working on planning something later in the fall.

NST suggested putting together a video to discuss area-wide protocol and why area-wide management is important to present to growers at the meetings. There was discussion whether or not a video would be necessary for if a frequently asked questions document would suffice. Victoria suggested getting a grower liaison or Beth Grafton-Cardwell to do the video in order to save funding. Dan Dreyer mentioned some upcoming opportunities with the Tulare County Ag Commissioners annual pesticide training meeting which is attended by 600 to 700 people both English and Spanish. Victoria announced that she is going to be giving a talk in Merced in regards to ACP at an annual training next week. There was further discussion about having a Spanish speaker at the area wide meetings as well as Spanish materials to handout. A Spanish best practices video would be helpful for people to view who are unable to attend the meetings. Victoria suggested sending out an e-blast with a link to the videos. Alyssa suggested working with different trade media and have them post the videos on their websites.

Trade Media Relations:

Both CCM and NST have both been pitching trade related media which includes grower and homeowner related stories. Alyssa announced that CCM has worked with a new trade association, Western Growers and Shippers, which recently published an article Victoria and CPDPC chairman, Nick Hill interviewed in. They also have a bi-weekly e-blast that is sent out and stated they are willing to include any information the subcommittee would like in that e-blast. CCM has also worked with the Farm Bureau and had a commentary article published via *Ag Alert* in July discussing best practices. There have also been a few articles published in the Tulare County newspaper.

Crisis Communication Management Team:

Outreach work will continue in the San Luis Obispo area, including additional direct mailers to key zip codes, increased ad buys, and facilitated several morning show interviews in the area.

Pesticide Applicator Outreach/PAPA Conferences:

NST announced that they are continuing to move forward with the PAPA conferences, the next one being October 25, 2014 in Bakersfield and the following being held on November 6, 2014 in Visalia. CAPCA has worked with Beth in publishing a new article for them; the new article can focus on area-wide psyllid management and the effort to create the management areas. Beth will continue to work with CAPCA on additional outreach.

Packinghouse Outreach:

NST has been working with CCM and CDFA on packinghouse outreach. NST is constructing a print newsletter with updates about ACP as well as different regional updates and best management practices. NST is also providing the packing houses with a copy of a DVD with PSA's and some additional training materials.

Organic Messaging:

Teresa reported that after Beth, the grower liaisons, and the Outreach Subcommittee made changes, the messaging for organic growers has been finalized. The question now is how to get the organic messaging distributed. Beth stated that each region is different and that can cause issues. Beth recommended that when grower liaisons are giving presentations, to tailor their presentation to that specific area to avoid confusion. Victoria explained that each ACP find will be different and that quarantine areas are not to be confused with eradication areas. Victoria suggested sending out an e-blast with information clarifying the current protocols as well as including that message in newsletters to eliminate any misunderstanding.

Nursery Outreach:

Teresa noted that she and Aaron Dillon attended the Nursery Society meeting that was held on September 30, 2014. Aaron Dillon and Matt Daugherty had presented some ideas in regards to nursery outreach at that meeting and NST brain stormed some ideas that could help reach out to retail nurseries. Some ideas that came from that meeting were working with the regional sales representatives, working through assisted training programs, as well as a few trade shows and associations that were brought up. There is a conference call planned for Matt, Aaron, CDFA and NST to discuss finalized strategies for retail nurseries.

CPDPC Homeowner Outreach Updates:

Teresa reported that for both English and Spanish, the website numbers decreased in September however the numbers are still consistent with numbers throughout 2014. There was an updated PSA report, with 45 million combined impressions through September which is very encouraging. The Spanish radio media tour was held in early September which was the largest event held since the last Outreach Subcommittee meeting excluding trade media outreach.

Asian Media Event:

Teresa reviewed a report that details the outcome of the San Francisco International Airport media event that was held on August 5, 2014 which went very well. There were 19 different media outlets that attended. She also presented specific articles and coverage that resulted from the event.

Victoria presented some examples of the certificates of recognition for the dog team and their efforts. Teresa presented an infographic which creates a visual story and can be used to either distribute to media or use on social media. It's a fun and different way to get the general message about ACP out there. The subcommittee made a few recommendations to improve the infographic but overall liked the idea.

Priority Focus Areas:

Teresa reported that NST will continue to do Outreach in areas where there are new finds. Paul announced that he will focus elected official outreach on Valley and Coastal cities, the Hacienda Heights area and counties that have started area-wide management. Victoria announced some important areas to focus on right now are Riverside, Hemet, Redlands and Coachella Valley.

UC Outreach Update:

Beth reported that she is assisting with the pest management area development. She has also worked on developing a PowerPoint and handouts for the liaisons to use.

Legislative Outreach Update:

Paul Worlie is a new member to NST, filling the vacancy left by Mark Olson. Paul reported that he has been brought up to speed by David and Victoria with CDFA, attending meetings around the state. He has also given a few city council presentations. The California Contract Cities Conference was very well attended. There is a Walnut Family Festival being held on November 10, 2014 near the Hacienda Heights area. CPDPC has a free booth at that festival and ACP/HLB information will be handed out.

Ventura County Update:

Leslie Leavens gave an update on behalf of Ventura County. There has been a task force meeting held previously and there is another one being held October 2, 2014. The task force has shifted the priority focus area from urban outreach to grower/industry outreach since most of the county is shifting toward area-wide management. There have been a few committees developed, one to refine the PMAs, another is to inventory the equipment and spray personnel which has been an issue in Ventura since few growers have their own equipment. The next committee focuses on abandon and neglected groves and one committee is made up of strictly growers. Due to the large quarantine, there is nothing in place restricting fruit coming into Ventura from areas with

high ACP populations. They have asked packing houses to require tarping of loads when coming into Ventura from other areas to reduce the spread of the psyllid. A few packing houses have already agreed to require tarping.

CDFA Outreach Update:

David Pegos gave an update on recent events that CDFA has participated in. He reported that CDFA had a booth at the “dig it” event that was at the California Museum. There was information passed out there regarding ACP and other citrus diseases. There was also a Farm to Fork event held in Sacramento which also had a booth to discuss the dangers of ACP and HLB. David mentioned an upcoming mandarin festival being held November 21, 2014 through November 23, 2014 which is a new opportunity for additional outreach. He also discussed several outreach opportunities for 2015, including the World Ag Expo and Ag Day.

CCM Update:

Alyssa reported that CCM has been in collaboration with CDFA to draft a bill that will allow CDFA to continue to produce Tamarixia and other biocontrol agents for ACP, even if they are being produced commercially. The bill was signed by the Governor’s office on September 30, 2014.

Other Items:

At the next meeting there needs to be a new chairman appointed. NST would like an end-of-the-year review on the CPDPC agenda for the next meeting being held November 12, 2014 to give a recap of what has happened this last year. The meeting was adjourned at 3:35 p.m. and the next meeting will be held on December 10, 2014 at 1:30 p.m.