

end of the fiscal year. Shirley Kirkpatrick asked about the research line item, which was explained as the Northern California survey work.

USDA Outreach

Abby Yigzaw was not present at the meeting, but David Pegos from CDFA updated the Subcommittee on several items that CDFA is partnering with USDA on, including the “Don’t Pack a Pest” and “Hungry Pest” campaigns. The CDFA has received funding to place ads at several ports of entry, including San Francisco International Airport and the international border crossing and San Ysidro. He mentioned that CDFA will be seeking additional funding to expand the effort to Los Angeles International Airport and possibly San Jose and Fresno airports as well.

Industry Outreach Updates

Trade Media Relations

We conducted outreach announcing the areawide video, which has been posted to several trade media websites. We also pitched media about the nursery best practices and outreach to retail nurseries. Two interviews with Capital Press and Nursery Management Magazine took place and we will see the articles soon.

Grower Website Review

One e-newsletter mailing each was conducted in February and March with good open rates. There were 508 visits in February and 757 visits in March. The most popular page in February was the treatments page, and in March the most popular page was the Fresno County quarantine expansion announcement.

Grower/Liaison Outreach

Continue to work with grower liaisons and get new liaison Curtis Pate on board. We will be media training Curtis and conducting outreach in Imperial Valley. Bob Atkins also recommended we focus some attention in San Bernardino and Riverside Counties, working with Alan Washburn. The next liaison call is Thursday, April 16, 2015.

Grower Meetings

Meetings were held recently in Santa Barbara and San Luis Obispo. Both meetings were well attended and growers were engaged, asking questions. No additional grower meetings are planned but NST will work with liaisons to identify opportunities.

CCM Showcase

The showcase was the best attended yet with more than 700 at lunch and more than 1,000 at the exhibits. Booth space has already been reserved for CPDPP for 2016.

Nursery Outreach

NST is conducting media outreach about the nursery efforts, including a press release distribution and multiple interviews. The flier for retail nurseries has been distributed through trade organizations such as CANGC. NST is in talks with CCNS to have a speaking engagement at their annual meeting in October.

Packinghouse Outreach

NST and CCM have developed a plan for meeting with packinghouses in May. CCM has a prioritized list of all packinghouses in the valley. A packet of resources, including paycheck inserts, is being developed for those meetings. Bob Atkins requested packinghouse outreach be added to the next liaison call agenda so that liaisons can be involved in these meetings. Additionally, CCM will work with packinghouses to identify opportunities for FLC trainings before harvest.

Homeowner Outreach Updates

Homeowner Website

Website traffic peaked in early February when the San Jose Mercury news op-ed ran. Traffic throughout the rest of the period was steady. In February there were 3,410 visits to the website and in March there were 2,880 visits. The most popular pages were Areas at Risk and The Insect.

Media Relations

NST is working with Curtis in Imperial County to conduct outreach in that area. NST is also working with Master Gardeners to identify individuals to participate in media interviews in Northern California. Many op-eds are in the works for both English and Spanish outreach.

Advertising Campaign

A full spring campaign including print and radio ads are running in the Bay Area and Hacienda Heights. Samples of print ads were shown. It was brought up that additional outreach may be needed in Santa Barbara. NST will reach out to the Ag commissioner to determine the level of outreach needed. There is budget remaining for one-off advertising such as Santa Barbara and for a large campaign in the fall.

PSA Update

CDFA is working on a request for proposals to find a contract to produce the PSA's.

Master Gardener Outreach

NST continues to work with the statewide master gardener program to identify opportunities to showcase master gardeners in media and other community outreach.

UC Outreach

Victoria presented information on Beth's behalf. Beth has participated in several meetings including; Fresno Master Gardener advanced training on ACP, Kern Psyllid Management area meeting, SJV PMA committee and task force, San Luis Obispo grower meeting and the Red scale meeting at the Tulare Ag Building. She also provided ACP training to UC ANR specialists and advisors at the Pest Management Program Team meeting in Davis, updated the UC ANR website to include newly registered pesticides and developed eradication strategy and management strategy documents for the liaisons.

Legislative Outreach Update

NST conducted two outreach tours, one in Santa Clara County and one in Fresno County and both went very well. All cities agreed to host or distribute brochures and some agreed to social

media posts and other outreach. An additional tour in the Bay Area is scheduled for later in April, and CPDPP will have a presence at two upcoming elected official conferences in May.

Ventura County Update

Sandra Zwaal, Ventura County Grower Liaison reported that three additional areas in Ventura, Moorepark, Somis and Camarillo are transitioning to areawide management. There is a meeting scheduled for April 28th to roll out the concept to area growers. The meeting information will be posted on the CitrusInsider.

CDFA Outreach Update

David Pegos mentioned that Ag Day occurred in March and it was very well attended. He urged the Outreach Subcommittee to consider participation next year.

The meeting was adjourned at 3:00 p.m. and the next meeting will be held on June 17, 2015 at 1:30 p.m.