

Florida/California comparison and importance of area-wide treatments. In the future, NST can share noteworthy trade media highlights with liaisons in real time so they can share with their networks.

Grower Website Review

One e-newsletter mailing was conducted in May. There were 527 visits in April and 1,122 visits in May. It was discussed if we could expand the resources section to include relevant news placements and videos, which NST will look into. There should also be more opportunities to solicit newsletter sign-ups, including from hedgers, toppers, pesticide companies and more. NST will look into opportunities to highlight the newsletter in Sunkist and Citrus Research Board publications, and through Farm Bureau chapters. Additionally, NST will examine the potential to place banner ads on Farm Bureau websites.

Grower/Liaison Outreach

NST hosted media training for Curtis Pate and Sandra Zwaal. An in-person meeting for grower liaisons was held in Valencia with Dr. Beth Grafton-Cardwell providing extensive information on treatments, ACP biology and management practices. The next liaison call is Thursday, July 16, 2015.

Grower Meetings

CPDPP is on the agenda for upcoming CRB grower series meetings. A San Bernardino Task Force meeting for growers is taking place July 29. The possibility of a “field day” in Riverside/San Bernardino was discussed. A single bus could be arranged from San Joaquin Valley with open invitation for growers and PCAs throughout the state to drive their own vehicles. Timing would be late September or early October.

Nursery Outreach

CANGC has sent two mailings to members sharing ACP resources and encouraging best practices. NST also secured agenda time at two upcoming nursery worker trainings hosted by UCIPM.

Packinghouse Outreach

CCM has begun outreach to packinghouses in the valley working off a prioritized list and offering various outreach opportunities, including paycheck inserts and tailgate trainings. It was recommended that CCM also consider reaching out to county agricultural commissioners for the names of hard-to-reach packinghouses. It was also discussed that packinghouse outreach is needed in Southern California, which CCM will look into.

Homeowner Outreach Updates

Homeowner Website

Website traffic is holding steady. In April there were 3,729 visits to the website and in May there were 2,392 visits. The most popular pages were Areas at Risk and What to Look For.

Media Relations

NST conducted several mini media tours recently, including Imperial Valley with Curtis Pate, Riverside County with Bob Atkins and Santa Barbara County with Dr. David Morgan. It was recommended NST consider Bakersfield College’s cooperation as a media story.

Advertising Campaign

Based off survey findings that said residents go online for information about ACP/HLB, NST developed a digital advertising campaign incorporating banner ads and search engine marketing. Examples of the banner ads were shown. The campaign will begin shortly. With remaining resources NST plans a Spanish-language focused campaign to print and radio media in the San Joaquin Valley for fall.

PSA Update

The respondents to the PSA RFP were considered nonresponsive due to lack of DVBE requirements. CDFA will reissue the RFP because it is important a new PSA is produced within the fiscal year with available resources.

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.

Citrus Clonal Protection Program

NST worked with Citrus Clonal Protection Program to develop informational materials related to grafting and sourcing plant material. This information was translated into several Asian languages and is posted on CaliforniaCitrusThreat.org. NST also planned a media day and two Los Angeles television stations committed to touring the facilities at UC Riverside. Unfortunately, a breaking news event pulled television stations away on the day of scheduled interviews. NST is working to reschedule.

Asian American Outreach

Rather than host a single press event, NST's current Asian American outreach plan spreads resources over several media and community outreach opportunities. A press release was recently distributed highlighting the importance of not transporting citrus fruit and plants during summer travel. Additionally, two presentations were secured with major Asian community groups in Los Angeles. NST is also developing outreach to various Asian businesses, including nurseries, in predominantly Asian neighborhoods in Los Angeles and the Bay Area.

UC Outreach

Victoria presented information on Beth's behalf. Beth developed a poster and an online training course for workers in protective structures in English and Spanish. The nursery industry funded the development of this course to help workers understand how to protect nursery citrus from pests and diseases. The Citrus Nursery Board is distributing the DVD and posters to the nurseries this month.

Legislative Outreach Update

NST attended two major elected official conferences recently – California Contract Cities and Southern California Association of Governments – and made in-roads with dozens of cities throughout the state. Additionally, an elected official tour in the Bay Area resulted in outreach opportunities. NST plans to contact various boards of supervisors in Fresno, Kings and surrounding counties. Outreach for the remainder of the year will be prioritized due to resource constraints. When possible, NST will pursue outreach opportunities via conference calls and emails over in-person meetings.

The meeting was adjourned at 3:30 p.m. and the next meeting will be held on August 5, 2015 at 1:30 p.m.