

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

Meeting Minutes  
Thursday, October 13, 2016

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on October 13, 2016 in Visalia, California.

**Committee Members Present:**

Gus Gunderson*	George McEwen	Shirley Kirkpatrick
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**Committee Members Absent:**

Franco Bernardi Aaron Dillon	Dr. Beth Grafton-Cardwell	Kevin Severns
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**Interested Parties:**

Carolina Evangelo	Katie Nieri	Dan Willey
Victoria Hornbaker	Curtis Pate*	Scosha Wright*
Alyssa Houtby	Sylvie Robillard	Sandra Zwaal*
Colleen Murphy*	Cressida Silvers*	

**\* Participated via Webinar**

**Opening Comments**

Gus Gunderson welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that there was not a quorum for the meeting.

**Approval of Minutes**

The Subcommittee members in attendance approved the minutes by consensus for the August 10, 2016 Subcommittee meeting.

**Updates from Operations Subcommittee**

Victoria discussed several items from the Operations Subcommittee meeting that have Outreach implications, including:

- Regional Quarantine discussions continue, but will be further developed at the October 20, 2016 CPDPC meeting.
- Tarping will be required for all loads moving out of a quarantine.
- Enforcement activities will be increasing, CDFA is working with County staff.
- Non-Regulatory Diagnostic Permit for private labs has been posted to the CDFA website so interested labs can apply.

**Finance Review**

Fiscal year recap will be provided at the November CPDPC meeting. Through August the budget is looking good, there has been some increased expenses noted in the PSA distribution as with the election there is less free space available for PSA's. For 2016/2017 there are a few changes that would be on the budget, including the homeowner website line item will go away as it was a one-time budget to redo the

website. Additionally the emergency funds section will not be on the new budget, as it was also a one-time line item.

## **Industry Update**

### **Trade Media Relations**

Recent trade media relations has primarily involved promoting upcoming events and meetings for industry groups. Coverage of CCM's HLB grower response field meetings was secured. Additionally, the field worker "train the trainer" program received media interest with coverage primarily focusing on the kick-off Coachella Valley meetings. NST also secured placement of an op-ed in Western Farm Press on the topic of biocontrol's limited efficacy for commercial groves. It was recommended NST pursue a story on the outreach program in Ag Alert or Citrograph to let growers know about educating homeowners.

### **Grower Website Updates**

The grower website has seen a lot of traffic related to specific industry meetings and events, including the field worker trainings. HLB response meetings received the most visits. CitrusInsider.org received 1,332 visits in August and 849 visits in September. Three newsletters were sent since the last outreach subcommittee meeting, and were opened by more than 500 recipients each time.

### **Grower/Liaison Outreach**

NST will arrange another Grower Liaison summit in Valencia around the first of the year. Mountain Mandarin growers have requested additional outreach, including quarantine signage, to help combat the pest presence in Placer County. NST will research signs that note when someone leaves or enters the quarantine area, and will also educate growers on how they can engage residents through farm tours and you-pick days. A CPDPP outreach booth has been secured for the third year at the Mountain Mandarin Festival in November. NST is working with CCM to survey growers on voluntary HLB response activities. More than 200 people have responded to the online survey so far. NST plans to place a hard copy of the survey in the winter issue of Citrograph and to also have it available at upcoming grower meetings.

### **Grower Meetings**

NST and CCM have worked closely on the HLB grower response meetings. They have also constructed a "train the trainer" program to educate crew bosses and packinghouse managers on how to train harvesters to limit movement of plant material in the field. An interactive curriculum has been developed, and the first meetings in the Coachella Valley went well. Attendees shared stories about the pest and engaged in a demonstration to clean equipment of stems and leaves. Curtis noted there needs to be an event in Imperial County and recommended Calapatria. Additional "train the trainer" programs are already scheduled for the San Joaquin Valley and Coast. CPDPP will have an outreach booth and Nick Hill will give a program update at the upcoming CRB conference. NST has also secured space for the 2017 World Ag Expo and CCM Citrus Showcase events. NST is working with Sylvie and Les to determine the need for a Fresno grower meeting, likely to take place in November and be paired with a homeowner/public outreach event. CRB recommended offering field inspections in the Riverside area during the same time of UC Riverside's Citrus Day on Feb. 7. CRB will be driving attendance to the event by timing their board meeting in Riverside at that time. NST could also drive attendance to the region by offering ACP inspection demonstrations for growers throughout the state.

## **Consumer Update**

### **Consumer Website**

The homeowner website performed well in September, with a potential increase in visitors due to the new Asian-language web pages. CaliforniaCitrusThreat.org was visited 2,804 times in August and 4,614 times

in September. NST noted an increase in visits from Northern California, reflecting successful outreach in Placer County. NST has added a link to FruitMentor.com to the Resources page of the website. On social media, NST has been running paid ads on Facebook for specific campaigns and geographic areas. Facebook doesn't always show posts to the audience who "likes" CPDPP's page, so advertising dollars need to be allocated to increase reach and deliver our message. This is the difference between "organic" and "paid" results shown in the report. NST ran paid campaigns for Placer County, the Bakersfield event, and to promote the most recent grafting video created by Dan Wiley. NST proposed creating a homeowner engagement campaign encouraging residents to take an online pledge. The pledge campaign would be hosted on Facebook and participants would be encouraged to share their participation, therefore generating widespread awareness of the issue. Prizes would give incentive to participate but would need to be donated by corporate partners. NST will revise the proposed plan to reflect a longer time period and outline prizes needed so that CPDPP, CCM, CRB and others can help identify prize donations.

### **Consumer Media Relations**

NST drafted and distributed a press release in Spanish announcing the HLB detection in Mexicali, which was picked up through numerous Spanish-language newspapers. The program has developed a good relationships with agriculture officials in Mexico, who are willing to lend facts and quotes to help with our outreach in California. Two media pushes have been organized in Bakersfield: one for the release of Tamarixia and one to promote a collaborative event with Bakersfield College. College students attended a special workshop with CDFA staff, grower liaison Judy Zaninovich and agricultural commissioner Ruben Arroyo's team, and the public and media were invited. Both events resulted in a lot of positive media coverage in Bakersfield. There has also been media coverage in Imperial County over the field worker trainings and the Mexicali HLB detection. NST was instructed to pursue media opportunities along the Central Coast.

### **Advertising**

Ads have been placed in the Lincoln News Messenger, in response to Placer County ACP detections. The public service announcement has been playing on radio stations in Riverside, Imperial and San Diego counties. Additionally, billboards have been secured in the valley. A billboard went up on the Grapevine North of Castaic facing south. It encourages residents to not move citrus plants around the state. NST is also printing signs that can be posted to cotton trailers. CCM has helped secure multiple locations already in the valley and in Ventura. NST also sent yard signs to Ventura County Farm Bureau to support community awareness in the area. Gary Schulz recommended exploring a sign share arrangement with the Farm Water Coalition to use their spaces throughout the valley, and also to have CPDPP ask Secretary Karen Ross to request for CHP signs statewide to carry a citrus message.

A second round of outdoor advertising has been scheduled in the San Gabriel area for December through February to coincide with Lunar New Year, a major Asian holiday where gifting of fruit is a tradition. Space has been secured for six weeks of advertising in the Ojai Valley News to support areawide treatments.

### **Asian American Outreach**

NST collaborated with the Citrus Clonal Protection Program to draft a press release on the dangers of sharing plant material. The press release was picked up 12 times by various Asian American media outlets, including major Chinese newspapers and television stations. Coverage clearly stated that sharing plant material could spread HLB and encouraged residents to get their budwood from CCPP instead. It was recommended NST work with researchers to identify story angles of HLB's implications elsewhere in the world. This information could help secure future media coverage.

### **Material Distribution**

The new homeowner outreach materials are being distributed. The trifold brochure has the UC and CDFA websites have been added to the back panel. The copy didn't change, but there is an additional focus on cooperation. Panel cards have been developed for specific information, like 25+ properties or sourcing plant material.

### **Events**

CPDPP had an outreach booth at multiple community events recently, including the Chula Vista Lemon Festival, which grower liaison Enrico Ferro helped staff, Fiestas Patrias in Fresno, which CDFA helped staff, and the Walnut Festival, which was secured through an elected official relationship and was staffed by Cal Poly Pomona students. NST is exploring the possibility of having a CPDPP booth at Ojai Farmers Markets, although staffing is challenging. NST has also already secured an outreach booth at the Mountain Mandarin Festival. It was recommended that more farmers market opportunities be explored, especially having citrus vendors distribute pamphlets at their booths.

### **Legislative Outreach Update**

The program used the discovery of HLB in Mexicali to secure meetings with elected officials in San Diego and Imperial counties. NST has met with every city in San Diego County to date except one coastal town, and has meetings arranged with four Imperial County offices at the end of October. San Diego officials have been particularly receptive to receiving social media posts they can use on their Facebook and Twitter pages. Additionally, NST and CCM have continued collaboration with elected officials in Riverside. Yard signs, utility bill inserts, community events and more are helping reach residents in Riverside. It was recommended NST pursue a stronger tree removal message in key areas where residents are no longer caring for their citrus trees due to water challenges. NST to research utility bill insert opportunities in Goleta and similar communities.

### **CDFA Outreach**

Victoria reported that David Pegos always includes the ACP and HLB messaging when he is working throughout the state on other issues. The CDFA is part of a Tri-State initiative with Hawaii and Florida to provide tours for a key group from all three states. Victoria and David have been developing the itinerary for the first California visit and will include both ACP demonstrations and a visit to the biocontrol rearing facility.

### **CCM Outreach Update**

CCM held a series of meetings throughout the state and a general consensus was that the regional quarantine was preferred, there is information on the CCM website that summarizes the outcomes of the meetings. Abandoned tree program is still moving forward and CCM is getting some funding through a MAC grant to take out additional abandoned trees.

### **Other Outreach**

Dan Willey reported that he published a video and is doing really well, he is getting top spots on YouTube, but there are a couple videos that have bad information that are still placing high. He noted that the CPDPC Facebook advertising is sending viewers to his YouTube page. He has changed his tactic on disease messaging, by paring an interesting grafting technique with a brief explanation about how to prevent spreading HLB. He mentioned that there are several grafting videos from California that are advocating dangerous grafting techniques. NST will follow up with these video publishers to educate them about proper citrus grafting and ask them to amend their messaging.

The meeting was adjourned at 3:53 p.m. and the next meeting will be held on December 14, 2016 at 1:30 p.m.