

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

Meeting Minutes
Wednesday, December 14, 2016

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on December 14, 2016 in Visalia, California.

Committee Members Present:

Gus Gunderson* Dr. Beth Grafton-Cardwell Shirley Kirkpatrick

Committee Members Absent:

Franco Bernardi Aaron Dillon Kevin Severns

Interested Parties:

Erin Betts	Colleen Murphy*	Cressida Silvers*
Dan Dreyer	Katie Nieri	Dan Willey
Carolina Evangelo	Sylvie Robillard	Scosha Wright
Victoria Hornbaker	Gary Schulz	Sandra Zwaal*

*** 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.

Outreach Subcommittee Goals

The new meeting format is designed to allow for more open dialogue, fill in weak spots, be time efficient and foster more collaboration. NST proposed the idea of following a Collective Impact model, which simply means that more organizations working together to support a common goal will be more impactful than any one organization on its own. It was discussed how to get more CPDPC members in attendance. Sylvie asked if liaisons can join the subcommittee. It was recommended that commitment to the CPDPC should be brought up at the next full committee meeting. NST will also post full committee meetings on Citrus Insider, and email newsletter subscribers so they know of opportunities to attend and hear about the upcoming regulations.

Approval of Minutes

The Subcommittee members in attendance approved the minutes by consensus for the October 13, 2016 Subcommittee meeting.

It was noted that the Subcommittee attendance has dropped off and Gus asked for a review of attendance to be shared at the full Committee meeting in January.

Operations Updates

Kern County pest control district is running a tree removal program in Arvin and need help reaching homeowners. NST to work with Judy Zaninovich to get details and help promote locally through media and targeted Facebook

posts. Mandatory tarping to begin soon, potentially January. The proposed shift to a regional quarantine structure warrants outreach. Need to begin educating growers now about where we are in the process. Educational articles can be posted on Citrus Insider and potentially shared in CPDPP's next Citrograph column. NST can develop messaging and a letter for grower liaisons to share with their growers, and potentially distribute a press release to trade media.

USDA Outreach Update

USDA representatives were not able to participate, but Victoria gave an update regarding a recent visit to Mexicali. The USDA, CDFA and CCQC visited with Mexican Agricultural officials to share information about the activities on either side of the border and to discuss opportunities for collaboration. The group visited the grove in Mexicali where the HLB positive tree was removed and we discussed options for the continued monitoring of the grove. It was a very collegial and insightful meeting. The NST has recently opened a new office in Tijuana with bilingual staff working on both sides of the border to help with outreach on the issue.

CPDPP Homeowner Outreach

Social Media Pledge Campaign

Katie presented a social media pledge campaign "Pledge to Save California Citrus." NST launched the social media pledge campaign quietly last week, with more promotion to come. The Pledge for has several pledges that the homeowner can take, inspect their citrus for ACP and HLB, work with Ag Officials and/or not move citrus trees or cuttings. The person taking the pledge will be entered into a drawing to receive donated gifts of citrus or other promotional items. Thank you to Sunkist, Ojai Pixie Growers Association and Mountain Mandarin growers for donating fresh citrus fruit to give away to pledge participants.

Event Outreach

Mountain Mandarin Festival staffed by CDFA went well, although CDFA will no longer be able to supply staff for community events. CPDPP will need to find other volunteers or have liaisons help staff events. World Ag Expo is coming up and CPDPP has booth #1514 reserved. It was recommended that the booth theme focus on the pledge campaign, reinforcing the three calls to action for residents. NST to explore putting an iPad or computer in the booth so people can quickly pledge. It was recommended that an adhesive educational piece be handed out to those who take the pledge, and that those who take the pledge are rewarded with fresh fruit. NST to send out a booth staffing grid shortly to get volunteers, with a goal of having 3-4 people in the booth at all times.

CPDPP Industry Outreach

Results of Industry Survey on HLB Response

NST worked with CCM and others to develop an industry survey to determine what the industry believes to be priority ACP/HLB response strategies. 249 people participated in the survey. Survey responders self-identified as nursery wholesalers, packers, pest control advisers and the largest group responding were growers. It was interesting to see where people received their information. The top four primary sources of information were grower meetings, CPDPP's citrus insider, the Citrograph Magazine, and their local ACP task force. The survey findings demonstrate a need for additional education on the topic of EDTs and area-wide management/treatment protocols. Additionally, growers reported they would follow recommendations from the scientific community on the number of trees that would need to be removed if HLB was found in a grove (in addition to the removal of PCR positive trees). UC may need to develop a recommendation. Small growers expressed worry about being able to fight this battle given cost of treatments and removal of diseased trees. Grower liaisons requested a regional analysis of survey responses, which NST will deliver at the upcoming liaison meeting. The CRB citrus blast email will go out soon and Carolina will include a link to this survey in that email.

Fieldworker Trainings Program Review

The recent field worker, “train the trainer” program NST and CCM put together was very well received. Nine workshops were conducted throughout California, including Coachella Valley, Riverside, Imperial, Kern, Tulare and Fresno counties, and the Central Coast. Two packinghouse manager meetings were also conducted to discuss with managers how to best encourage implementation of the skills learned. Some concerns were raised by workers that they do not have time to remove stems and leaves and must work at a fast pace as directed by their employers, which demonstrates more top-down communication is needed within the industry. Everyone is on board with managing plant material, but workers need to be reassured they can take the time to do it correctly. Dan mentioned that meetings should be conducted earlier in the season, like late August or early September. NST to determine need for another round of meetings this year, which may have budget and contract implications.

Regional Grower Meetings Brainstorm

Need to better coordinate regional grower meetings within the industry. NST to gather 2017 calendar information from CRB, CCM, farm advisors and others. Gary Schulz stated that there will most likely be three seminars in 2017 spread out into different regions like the ones in 2016. It was recommended to schedule meetings when there is something new to share and that breakfast meetings are best attended. Webinars and conference calls are not recommended.

UC Outreach Update

Beth mentioned getting in touch with more master gardeners like Linda Haque. A few ideas were thrown around. Beth has revised UCPM guidelines for pest control advisers. Relax on “treat” messaging. Emphasize on “cooperate” instead of “treat.” A lot of homeowners/growers are treating but their neighbors aren’t so they might be wondering what is the point of treating.

Elected Official Outreach Update

NST recently completed outreach in Southern California, including meeting with every city in San Diego County, Imperial County and heavy Riverside/San Bernardino outreach. NST will now work with CDFA and CCM to prioritize regional priorities, which will likely be emerging ACP areas like the northern coast, northern valley. Beth suggested NST to work with UCR on setting priority areas and on helping to do the local outreach.

CDFA Outreach Update

David working on don’t-pack-a-pest campaign with USDA, NST will help with promoting the campaign to gain additional leverage.

CCM Update

Alyssa not on the call, but Katie gave a brief update on her behalf regarding all the great work that CCM is currently doing.

CRB Update

Carolina reported that CRB has been collaborating with CCM and NST. They had a very successful meeting in September. They are redesigning the CRB website to make it more user friendly and to add links to other websites. CRB has recently created a Facebook page and Instagram account, so they are hoping that everyone will like the page.

Fruit Mentor Report

Dan presented a power point regarding the fruit mentor YouTube channel. His YouTube videos are getting a lot of views. There are more than 3700 subscribers. There are around 10 new subscribers per day. For 2017 the CRB funded project is to add more foreign language videos.

The meeting was adjourned at 3:45 p.m. the next meeting will be February 8, 2017 at 1:30 p.m.