

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

Meeting Minutes
Wednesday, February 10, 2016

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on February 10, 2016 in Tulare, California.

Committee Members Present:

Gus Gunderson* Shirley Kirkpatrick*

Committee Members Absent:

Dr. Beth Grafton-Cardwell Mark McBroom Kevin Severns
Aaron Dillon

Interested Parties:

Tricia Blattler*	Katie Nieri	Chris Stambach
Dan Dreyer	David Pegos	Dan Willey
Enrico Ferro*	Sylvie Robillard*	Judy Zaninovich*
Victoria Hornbaker	Cressida Silvers*	Sandra Zwaal*
Alyssa Houtby		

*** 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 reviewed the December 9, 2015 meeting minutes. The consensus of the attendees was to post the minutes as presented.

Updates from Operations Subcommittee

Victoria Hornbaker presented a brief update on the additional HLB finds in San Gabriel and the La Puente ACP that was positive for CLAs; she noted that CDFA staff are conducting visual surveys on the areas looking for additional HLB positive trees. She also talked about the Kern County ACP detections. It was noted that these areas may require additional outreach resources that were not originally budgeted for and NST and CCM will develop an outreach extension plan and present to executive committee.

USDA Outreach Update

Yindra Dixon, new USDA/APHIS public affairs liaison introduced herself to the Outreach Subcommittee and discussed some ideas regarding the CCM Citrus Showcase, for example live streaming the Showcase, using Periscope or a Webinar to increase access to those outside of California. NST and CCM will schedule phone call with Yindra next week for outreach overview and Showcase brainstorming.

Finance Review

The CCM project management line item showed a rather large expenditure for the current month (December), due to the Early Detection Technology summit and the packinghouse outreach that CCM has been engaged in. Other than that, expenditures have been normal and the total invoices for December are \$68,585.24 with a total year to date of \$136,875.54 expended and a year to go balance of \$555,479.46

Industry Update

Grower Website Updates

The Citrus Insider website received 922 visits in January 2016 with 710 of those being unique visitors. Grower website traffic peaked with La Puente ACP find. NST has worked with Beth, Victoria and Alyssa to develop an editorial content calendar to include timely, interesting information, not just regulatory announcements. Gus suggests needing hope and future-looking content on Citrus Insider, not just bad news; can't get depressing. The plan is to include information on nursery outreach in spring since people want to plant new trees in spring.

Grower Meetings

The Citrus Showcase will be next major grower event, to be held on March 3rd in Visalia. Dan Dreyer was invited to participate in the Duarte Nursery Friends day in May, the Subcommittee felt this would be a good type of event to participate in and NST will be following up with other production nurseries to see if they have similar events.

The Grower Liaisons were urged to inform NST if they want specific outreach/support in their respective areas. Dan wants field worker wallet cards given to liaisons for distribution after next run.

Consumer Update

Consumer Website

Homeowner website traffic spiked with Rose Parade outreach, there was lots of traffic and increasing social media presence for the parade. Facebook saw a significant increase in followers (120 new likes since last outreach subco meeting). Based on the success of the Rose Parade social media outreach, the program will be including small amounts of advertising on social media to increase followers and reach new audiences.

Consumer Media Relations

Media highlights recently included a Bay Area media tour with agricultural commissioners Fred Crowder and Miguel Monroy and Victoria, which resulted in coverage in San Francisco Chronicle and San Mateo Daily Journal. Additionally, we secured coverage in Los Angeles Times and Bakersfield Californian. We are reaching out to urban gardening columns to remind residents to remove leaves/stems when harvesting backyard fruit and expect coverage in 9 community newspapers in Los Angeles area.

Advertising

Recent advertising has focused on industry messaging in the valley (KMJ, KALZ Power Talk and KTIP) and highlighting World Ag Expo presence to draw in booth attendees. Spring advertising will focus on the urban gardening message.

PSA Update

The new PSA is completed and is being sent out to various radio and television stations, as well as being shared on facebook. To date there have been over 11,000 views on facebook.

Asian American Outreach

Asian American outreach for 2016 includes San Gabriel Lunar New Year event where at least 600 people visited the booth where in-language experts were present. Photos of HLB were displayed and a CDFA representative was on hand to answer questions about program activities. Additionally, Sunkist donated fresh fruit and lemon juicers, which were extremely helpful in drawing booth visitors. The thought is to try to utilize small community events like this to do hyper specific outreach to target areas.

Elected Official Outreach

Elected official outreach recently has focused on the California Association of Contract Counties tradeshow that Paul and David attended; they made contact with many county representatives from rural areas and who were interested in the issue. Additionally, Paul and Victoria attended a series of HLB quarantine meetings in LA, including Rosemead, South Pasadena La Habra Heights and Walnut.

CDFA Outreach Update

David Pegos talked about the upcoming Ag Day at the State Capital, asking if citrus industry would be interested in donating boxes of citrus for an office drop to the legislature's offices in the week leading up to Ag Day. David also presented firewood giveaway items as ideas for citrus outreach; he noted that this would need outside funders since CPDPP can't buy these.

CCM Outreach Update

Alyssa Houtby visited Florida to film a video in preparation for the Citrus Showcase panel featuring Florida and Texas growers. CCM has also been very active with packinghouse outreach, but that they need more inserts to continue with packinghouse outreach. CCM warns there is a new black market of fruit movement emerging.

Other Outreach

Dan Willey presented information on his YouTube site, noting that his site has moved to the number one spot in Vietnamese language for citrus grafting. He also noted that his Spanish language videos are moving up to the top as well. He had information regarding a pomelo variety native to Vietnam that is being sold in Southern California. CDFA exclusion staff will be forwarded the information for follow up. Dan also showed a portion of a new video that he is working on, which looks really good and has great graphics. He also presented the narrative content for the video. The Subcommittee was very impressed with his efforts under his CRB grant.

The meeting was adjourned at 3:15 p.m. and the next meeting will be held on April 13, 2016 at 1:30 p.m.