

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

Meeting Minutes
Wednesday, April 13, 2016

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

Committee Members Present:

Franco Bernardi	Gus Gunderson*	George McEwen
Dr. Beth Grafton-Cardwell*	Shirley Kirkpatrick	Kevin Severns

Committee Members Absent:

Aaron Dillon

Interested Parties:

Tricia Blattler	Katie Nieri	Cressida Silvers*
Dan Dreyer	Curtis Pate*	Chris Stambach
Enrico Ferro*	Sylvie Robillard	Dan Willey
Victoria Hornbaker	Teresa Siles*	Hannah Willey

*** 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 a quorum for the meeting.

Approval of Minutes

Motion: Approval of the minutes from the February 10, 2016 Subcommittee meeting as presented.

First: Shirley Kirkpatrick

Second: Gus Gunderson

Motion Passes: All in favor

Updates from Operations Subcommittee

Victoria Hornbaker presented a brief update on a new biocontrol release strategy that was vetted through the Biocontrol Task Force and the Operations Subcommittee. The Operations Subcommittee voted to pass the new strategy to the full Committee for approval. There have now been a total of 19 positive HLB finds in San Gabriel and one ACP found in La Puente that was positive for CLAs. All positive trees have been removed.

Katie reported that the *Save Our Citrus* website is no longer working because it needs a software update and it has been removed from all references on the *Citrus Insider* and all social media. USDA is responsible for the website update. NST will get in touch with Yindra at USDA about updating the Save

Our Citrus app and find out if are there opportunities to fund/facilitate its update. CDFA has an app and an online format on the CDFA website for Report a Pest and “What is this Bug” app.

Finance Review

The CCM project management line item and the NST project management line item have both increased significantly due to the Early Detection Technology summit and the packinghouse outreach that CCM has been engaged in as well the outreach that has been done in response to the recent HLB finds. Other than that, expenditures have been normal. As of March 1, 2016 the total year to date balance is \$258,934 expended and a year to go balance of \$590,420. At the last CPDPC meeting, it was moved to add an additional \$150,000 to the outreach budget.

Industry Update

Trade Media Relations

Katie went over recent trade media coverage with the most recent story being on KCRA Sacramento regarding ACP and HLB. There were also several stories covered at the CCM showcase by Western Farm Press, Ag Net West, and The Packer. NST would like to develop a message to growers about the biocontrol strategy and why it is not used in commercial groves due to the limited supply of wasps and the high cost of the wasps. Victoria suggested that David Morgan and Greg Simmons do a joint article if the Committee approves it. Another important message is that the biggest threat to growers is residents who are not controlling ACP.

Grower Website Updates

The Citrus Insider website received 503 visits in February 2016 with 389 of those being unique visitors. In March there were 791 visits with 615 of those being unique visitors. It has been asked where in the state people are that are visiting *The Citrus Insider* so NST has incorporated that data into their report. The top three cities are San Diego, Los Angeles, and Visalia.

Grower/Liaison Outreach

The annual grower liaison meeting is being held on April 20, 2016. Curtis Pate, Imperial County Grower Liaison requested more outreach be done in Imperial County due to the increased ACP populations there. NST has drafted some media information and has sent it out to various locations in Coachella Valley and Imperial County.

Grower Meetings

CCM has been working a lot with the packers and the shippers. The World Ag Expo and the Citrus Showcase are two major events where a lot of industry outreach has been focused lately. The Northern California Grower meeting was well attended and the growers were engaged. Katie asked the Subcommittee what key messages NST should focus on for the upcoming summer months. It was mentioned that HLB is being compared to citrus tristeza (speculations that tristeza would kill the industry but it did not). NST is going to brainstorm on how to shake up growers so they do not get acclimated to HLB talk and think it is another tristeza warning because HLB is very serious. It was also mentioned that packinghouse staff do not attend grower seminars as extensively as growers so they are not getting all the Florida comparisons. NST will work with Beth Grafton-Cardwell to draft a side by side comparison to tristeza and get out the message that HLB is nothing like tristeza. NST will incorporate this outreach into Duarte Nursery event and future meetings/events.

The CRB will be hosting a series of grower education seminars in July; 11th in San Diego, 12th in Santa Paula and 14th in Lomis. They will also be hosting a citrus conference on October 19th in Exeter California.

Consumer Update

San Gabriel Outreach

There has been a piece of outreach material developed in four different languages and has been provided to CDFA staff when they are going door to door in the San Gabriel area. On April 23, 2016 CDFA will have a presence at a community event that will have approximately 1,000 attendees from the San Gabriel area and HLB will be discussed. NST is going to increase elected official outreach in the area and are looking into outdoor advertising.

Consumer Website

The popular pages for February and March include *areas at risk*, *what you can do* and *the disease*. The top three cities viewing these pages include Los Angeles, San Francisco and San Diego. Year to date there has been an increase in 41 followers on the social media site, Twitter and 46,251 total impressions. Facebook saw a significant increase in followers and an increase in impressions bringing the total impressions to 164,741 year to date. In March alone there had been 12,947 impressions, 22 new followers and 1,151 video views. NST has been working on developing a new homeowner website that Katie presented to the Subcommittee. Beth mentioned including a link on the website to information about ant control and ACP control.

Consumer Media Relations

Media highlights recently included several articles in the Fresno Bee as well as on the KFSN news (ABC Fresno).

Advertising

Katie presented a few snapshots “Protect your citrus trees” newspaper ads that have been placed throughout the state. Digital ad snapshots were shown as well. Spring advertising will focus on the urban gardening message.

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. Katie presented a press release which has been translated into various Asian languages which explains CDFA activities so that people know what to expect if CDFA staff were to come onto their property. The press release was released to various newspapers, television stations and news stations in Los Angeles and San Francisco.

Material Distribution

NST is continuously distributing pamphlets and brochures to anyone who is willing to distribute them on NST’s behalf. Materials were sent to a company in the bay area which conducts water related outreach. They thought their customers should know what is going on in the environment beyond the water and drought issues. All of the CDFA regional offices, retail nurseries, and the Farm bureaus have outreach materials available to anyone wants them.

UC Outreach Update

Grower Website

Beth mentioned the grower seminars that are coming up. The University of Riverside (UCR) does an advanced master gardeners training every year and the university is including ACP training this year. There is a meeting being held on June 29, 2016 in San Joaquin County. Another meeting will be held on July 27, 2016 in Moraga and the last meeting will be held on September 14, 2016 in Los Angeles. Beth

stated that she has updated the pest note with more recent information. The HLB summit will be held tentatively on October 4 - 5 of 2016 at UCR.

Legislative Outreach

NST has been very focused on elected official outreach in the Bay Area and San Gabriel. NST recently hosted their first webinar to gain additional elected official engagement. Los Angeles County was the first region to try this outreach in and 6 to 8 participants joined. There was a 25 minute presentation on the webinar. The second webinar will be hosted on April 14, 2016. The Subcommittee gave a few recommendations on counties to engage with for the next few webinars. The Counties included the San Gabriel area and San Mateo.

CDFR Outreach Update

David Pegos with CDFR has proposed that the Outreach Subcommittee donate \$2,000 to keep the insect pavilion at Cal Expo open for two years with the idea that they would prominently feature ACP and HLB information. The California State fair has approximately 1 million visitors within the 2 or 3 weeks that it is open. This could be a good opportunity to reach a new audience and educate guests about the dangers of ACP and HLB. The posters would stay up year around to be seen by people at events throughout the year, not only for the California state fair.

CCM Outreach Update

CCM is currently working with Redlands and Loma Linda to gain grower participation regarding ACP treatment. CCM has also been very active with packinghouse outreach and providing them with posters and other outreach materials. Sixty-one packinghouses have been provided with ACP and HLB outreach materials thus far. At the CCM showcase, Bayer announced that they will be contributing to the neglected and abandoned groves program which will go live on April 18, 2016.

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. The last video that was uploaded had 14,839 views and has only been up for approximately a month and is already ranked in fourth place. Dan showed a portion of a new video that he has been working on which looks 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 3:40 p.m. and the next meeting will be held on June 8, 2016 at 1:30 p.m.