

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

Meeting Minutes  
Wednesday, June 8, 2016

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on June 8, 2016 in Tulare, California.

**Committee Members Present:**

Franco Bernardi	Shirley Kirkpatrick	George McEwen
Dr. Beth Grafton-Cardwell*		

**Committee Members Absent:**

Aaron Dillon	Gus Gunderson	Kevin Severns
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**Interested Parties:**

Bob Atkins	Mark McBroom*	Dan Willey
Dan Dreyer	Katie Nieri	Amy Witt
Linda Haque*	Curtis Pate*	Helene Wright
Victoria Hornbaker	Sylvie Robillard	Judy Zaninovich
Alyssa Houtby	Cressida Silvers*	Sandra Zwaal*

**\* Participated via Webinar**

**Opening Comments**

Victoria Hornbaker 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 April 13, 2016 Subcommittee meeting as presented.

First: Shirley Kirkpatrick

Second: George McEwen

Motion Passes: All in favor

**Updates from Operations Subcommittee**

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

- There is a need to conduct abandoned grove outreach targeted to ranchettes and small commercial properties. The focus should be similar to the unloved citrus tree article from several years ago.
- The program is getting close to finalizing the permit conditions for private labs to process grower samples. NST should do outreach to industry when the process is complete.
- There are several biocontrol items that will require outreach.
  - New Cal Poly Pomona biocontrol facility finally under construction and will hopefully be completed by July.
  - The Program will be working with Dr. Mark Hoddle to do limited experimental biocontrol releases in Kern County to see how Tamarixia does in this new environment.

- There were 2 ACP found in a trap in Salinas (Monterey County), the Program should do some focused outreach in this new County.
- The Program should continue to do focused outreach to packinghouses and contractors.
  - Desperation for labor may be complicating the packinghouses efforts to share the best practices to workers.
  - Truck drivers should be reminded to not buy yellow safety vests (recommend orange) and keep truck doors and windows closed.
- Updates from Arizona and Mexico were also shared with the Operations Subcommittee.
  - Arizona has opted to go to full State quarantine for ACP. The decision was based on the distribution and number of ACP being detected. They will switch their focus to surveying for HLB.
  - In Mexico there has been 6 residential trees removed in Ensenada due to PCR positives (3 positive psyllids and 3 positive trees)

### **USDA Outreach**

Yindra Dixon from USDA was unable to participate in the meeting, but she did share information with Katie prior to the meeting. 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 there are opportunities to fund/facilitate its update.

### **Finance Review**

The additional \$150,000 of emergency funds were added to the NST budget \$110,000 was added to the NST crisis management line, \$20,000 was added to the CCM crisis management line, \$12,000 was added for the print materials budget and \$8,000 was added to the travel budget to facilitate in person meetings throughout the state. The new budget is \$849,355, with \$419,354 expended through April. The budget balance is \$430,000 and NST doesn't see any issues with the program as it stands.

### **Industry Update**

#### **Trade Media Relations**

Katie went over recent trade media coverage with the most recent. NST is planning an HLB update in the near future. The Citrograph will publish tristeza/HLB comparison in next issue. NST worked with MaryLou Polek and Dr. Beth Grafton-Cardwell to develop the comparison. A Packinghouse op-ed will be pitched and drafted for The Packer communicating best practices for Packinghouses.

#### **Grower Website Updates**

*The Citrus Insider* website received 481 visits in April 2016 with 389 of those being unique visitors. In May there were 756 visits with 566 of those being unique visitors. San Diego, Visalia and Sacramento are top cities for visits to the Citrus Insider. The most recent Citrus Alert newsletters were distributed on June 8<sup>th</sup>. NST drafted a biocontrol article with David Morgan reiterating biocontrol as an urban control program and not viable for commercial groves. NST will be rolling out a forward to a friend campaign to call on all task forces, CCM, Ag commissioners and Farm Bureaus to share the Citrus Insider link and encourage sign-ups. The Subcommittee noted that Growers need a list of easy links they can reference at all times "Helpful Links" added as its own Resources page. NST will email all liaisons asking for links.

#### **Grower/Liaison Outreach**

The group is thinking about having another Grower Liaison regroup meeting, with a focus on outreach activities.

### **Grower Meetings**

NST will be attending the San Diego ACP Task Force meeting and will work with Enrico on potential need for a San Diego grower meeting. Sylvie and Dan participated in the Duarte Nursery Friends Day event, manning a booth and interacting with event attendees. NST secured participation for August Riverside and Fresno PAPA seminars. NST coordinated material distribution for UCANR IPM retail nursery trainings later this summer. NST coordinated participation in San Diego Farm Bureau Farm and Nursery Expo (November). Sylvie and NST are working on Valley grower meeting; it was recommended to co-host as CPDPP/CDFA/UCCE/CRB/CCM; basically a full citrus industry update meeting in the valley

### **Consumer Update**

#### **San Gabriel Outreach**

NST has done extensive outreach, including two rounds of elected official tours, two community events, Asian language media outreach and advertising with more than a dozen billboards throughout the summer with information in both English and Mandarin.

#### **Consumer Website**

The popular pages for April and May continue to include *areas at risk, what you can do* and *the disease*. The top three cities viewing these pages include Los Angeles, San Diego and Santa Barbara. The year to date visits are 15,197. Year to date there has been an increase in 67 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 218,764 year to date. In April alone there had been 29,208 impressions, 33 new followers and 7,181 video views. This may be due to the launch of the new PSA on Facebook. The new website is live and is mobile friendly.

#### **Consumer Media Relations**

New campaign themes were discussed with the group in an effort to develop a united outreach theme throughout the state and allow for regional action items to customize locally. The Subcommittee liked the idea of community and wanted to more directly inspire action. NST suggested a blend of 2 proposed campaigns; Working together to save your community's citrus and we can save California citrus. The future media plans include working with USDA and CBP on a San Diego media story about Ensenada HLB finds and also include more homeowner outreach in Fresno and Bakersfield. The most recent media outreach included articles in San Diego area, Spanish newspaper and Inland Empire with help from grower liaison Alan Washburn.

#### **Advertising**

The group discussed outdoor advertising and feel that it is worth the cost. Hearing this, NST will explore digital billboards in Bakersfield and the valley. There was a discussion about the highway cotton trailer signage. Amy and Alyssa will reach out to packinghouses and see if we can get continued support and Then if so NST will get new signs. NST will also evaluate newspaper vs digital vs billboard ROI to guide future ad spending.

#### **Asian American Outreach**

A press release on HLB finds and CDFA activities in San Gabriel was translated to Chinese, Vietnamese and Korean and distributed to Asian American news outlets. The distribution resulted in 20 stories reaching an audience of more than 2 million. Additionally, NST secured event space at the 626 Night Market in San Gabriel, a multicultural event where we will distribute in-language material.

### **Material Distribution**

NST will be doing an inventory of all of the printed material, ordering those that are in limited supply and will distribute to the Grower Liaisons.

### **Homeowner Video**

NST filmed a video designed to be transparent and show all of the CDFA activities associated with ACP and HLB. The video is 5 minutes long and will be posted to the homeowner website. The video will be translated into multiple languages. The video will also be used at open houses and homeowner events.

### **Legislative Outreach**

NST has been very focused on elected official outreach in the San Gabriel. They have also been attending several conferences, including the Association of Local Governments.

### **CCM Outreach Update**

California Citrus Research Foundation an industry group is supporting an initiative to develop a BSL3 Facility at UC Riverside. The Foundation will work with researchers to help formulate research directions for the BSL3. In Sacramento, CCM was very busy in working with legislature, including a Senate Hearing. As a result of the hearing the Committee Chair developed a bill to set priorities for the use of any money appropriated to CDFA for citrus. The Neonicotinoid bill was also defeated.

### **Other Outreach**

Dan Willey presented information on his new YouTube video on grafting and on ant control. Dan is looking for feedback on the ant control video. The second video is doing much better in the rankings site. He has 4 of the top 7 videos. For the 3<sup>rd</sup> video he is going to keep it fast and have bonus info at the end of his grafting video and for this one he is thinking about linking to a UCANR video on ACP. He is continuing to work with rare Asian varieties to collect budwood and sending it to the CCPP.

The meeting was adjourned at 3:37 p.m. and the next meeting will be held on August 10, 2016 at 1:30 p.m.