

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

Meeting Minutes
Wednesday, April 12, 2017

The regular meeting of the Outreach Subcommittee was called to order at 1:30 p.m. on April 12, 2017 in Visalia, California.

Committee Members Present:

Sylvie Robillard

Committee Members Absent:

Franco Bernardi
Aaron Dillon

Dr. Beth Grafton-Cardwell
Gus Gunderson

Mark McBroom
Kevin Severns

Interested Parties:

Enrico Ferro*
Linda Haque*
Victoria Hornbaker
Alyssa Houtby

Dr. Neil McRoberts
Katie Nieri
Leandro Ramos

Dan Willey
Bob Wynn*
Sandra Zwaal*

*** Participated via Webinar**

Opening Comments

The meeting was called to order at 1:30pm By Victoria Hornbaker. Victoria welcomed the Subcommittee, staff, and members of the public participating in person and online.

Discussion on Committee Attendance

Victoria brought up the issue that attendance at the Outreach Subcommittee meeting has been decreasing. She asked if the Subcommittee would be interested in reducing the number of in person meetings and maybe alternating between in person and webinar meetings. Sylvie was concerned that the Subcommittee should meet at least 2 times per year. Victoria said that we would not change anything until the new CPDPC fiscal year. The group suggested holding in person meetings quarterly in the months of October, January, April, and July and filling in with Webinars if needed.

Sylvie Robillard asked if we should look at who is on the Subcommittee and Victoria agreed and stated that she has it on the agenda for the next full Committee meeting. Additionally, Victoria noted that she would be removing the USDA update from the Subcommittee agenda as Yindra has been very busy and unable to participate.

The group decided to present this information in June when Subcommittee Chair Gus Gunderson will be

able to attend.

Approval of Minutes

The members in attendance approved the minutes by consensus for the February 15, 2017 Subcommittee meeting.

Operations Updates

Outreach is important especially with more HLB findings in LA area now at 53 (45 trees in San Gabriel; 2 in Hacienda Heights; 2 in Cerritos; 1 in La Habra; and 3 new in San Gabriel. Victoria noted that the program was working through an issue at the La Habra find site to get the tree removed.

Finance Review

Everything is moving along as normal, except the printed materials budget. NST has been distributing so much information and printing so many cotton trailer banners that we will soon run out of budget in the printed materials and influencer outreach line items. NST is prioritizing who gets informational materials.

CPDPP Homeowner Outreach Updates

Kern County Tree Removal Support

NST has been supporting the Kern County Pest Control District on their tree removal program in Arvin. NST offered messaging guidance, sent brochures for their street team, advertised to residents through Facebook and secured interviews with the El Popular newspaper and Univision station in Bakersfield.

San Gabriel Community Appreciation Event

NST is planning a community appreciation event in San Gabriel to engage residents in the core area and encourage positivity around the program. The event would be positioned as a “thank you” from citrus farmers and would feature family activities, free food, etc. NST hopes to partner with the City of San Gabriel to co-host the event, or to pair the event with an existing activity, such as Summer Movie Nights hosted by the city.

Asian American Outreach

Asian American outreach this year will focus on creating a news story about the impact of HLB globally, including in regions such as China, South Korea and Vietnam. According to Neil, China has moved the entire citrus industry to new regions. Mandarins seem to be most tolerant of all diseases. Neil said there was a China HLB presentation at the Orlando conference; area-wide treatment is being implemented in China, too. NST to work with Neil on getting more information to help with the media story. NST would like to conduct and ground media tour with local elected officials from the San Gabriel area as well.

CPDPP Industry Outreach Update

Katie mentioned that NST is putting together a series of data on the impacts of HLB in other states and countries. Neil mentioned that Paul Mitchell with University of Wisconsin is working on citrus

economics, including HLB impact. They have calculated the Florida data and stated that \$450 million a year in lost commercial and consumer surplus. Neil mentioned that Paul will be running the numbers for California and CRB may have him come down in September. Additionally, Riverside just hired a new citrus economist, Bruce Babcock, so he may be a resource as well.

Referendum Outreach

The CDFA will be holding a series of 5 Hearings in June (Sacramento, San Diego, Tulare, Oxnard and Riverside) to see if a referendum is warranted to continue the CPDPC. NST has been actively promoting the program in anticipation of the summer hearings to determine if a referendum is needed. Opinion pieces have been secured in Ag Alert and The Packer, and the CPDPP's column in the Summer Citrograph will include "Program ROI" language. CCM could create a system where a letter of support is drafted and shared through Market Memo for their members to show support to CDFA.

The Subcommittee recommended that Katie focus additional efforts in areas where we may have heard concerns from industry members. Katie reminded the Subcommittee of the NST offer made at the Full Committee meeting for strategic planning.

Alyssa asked what the trigger is for the CDFA to call for a referendum and Victoria responded that it is described in the Food and Ag Code Section 5922.

Fresno State Event

NST hopes to plan an event with Fresno State University in the fall semester, and would potentially pair a grower meeting for Fresno industry members at the same time.

Grower Liaison Updates

It was proposed the program should plan to host a round of grower meetings in August and September. Look at industry calendar to identify events that may be bringing growers to Southern California and have Alan and Sandra on standby for ACP field tours by curious growers.

Enrico Ferro reported that ACP population has been low in areas with treatment, good population in non-treatment areas.

Sandra Zwaal reported that Ventura winds down on winter treatment, low population during bloom and petal fall.

UC Outreach Update

Beth was unable to attend, but she did give Victoria several updates. Beth conducted an advanced citrus training with the Fresno County MGs in March (all citrus production + ACP) at Lindcove. Their group has decided to make a special effort to include information about ACP in their spring flower tours. They have about 3000 people attend those. NST will provide pamphlets and I will provide my post card on my site and UCIPM will provide the Quick tips. In Ventura, Beth is working heavily with the PCAs in the Ventura area both as cooperators in the sampling program I have over there and through CAPCA. The main goal is to improve the treatment program in that region. Linda Haque's master gardeners in that region continue to take a very active role in education. She also noted that she is seeing

backlash against pesticides starting to heat up in the Bay Area and as psyllid finds increase and that could use some attention.

Neil added several updates as well. The UC is “nearly there” with MAC funding for the tree removal program (\$100,000 for CCM). The UC trying to get funding (Ag Natural Resources) to put a community worker in master gardeners in Santa Barbara to help them develop arguments in favor of urban treatment (3 counties project covering SLO, SB and Ventura). The UC looked into possibility of creating a San Gabriel screen house for community propagation use; basically, get them to do it in collaboration with the program instead of doing it on their own.

He also discussed the next round of National Institute of Food and Agriculture’s (NIFA) announcement that they are looking to fund \$22 million dollars in research on early detection technologies, therapies, breeding and culturing CLAs.

Legislative Outreach Update

NST’s public affairs team has done multiple rounds of meetings in Los Angeles and Orange counties to meet with cities in the quarantine areas. Cities have been very supportive and many have posted to social media. Multiple city council presentations have been secured in the coming weeks, and there are two major elected official conferences where CPDPP will be exhibiting in May.

CDFA Outreach Update

NST to touch base with David regarding potential support of the State Fair’s Insect Pavilion. Additionally Katie mentioned that NST will be supporting David Pegos on the Don’t Pack a Pest Campaign at San Francisco International Airport and the International Border in San Ysidro.

CCM Update

CCM planning tree removal media event in Ventura to highlight removal as an alternative to pesticide use. They will be videotaping it and it will include Dr. Morgan doing residential biocontrol releases. They have also received several inquiries for residential (25+) properties. They are also planning to do a tree removal event in San Gabriel.

CCM is also working with the legislature to try to get additional general fund money for the ACP/HLB effort.

CRB Update

CRB will be taking the lead on the HLB International Conference in 2019. They will be having a meeting for grower nominations for the CRB the week of June 19th. They have grower meetings scheduled for late June, 27th in Exeter, headed up by Greg Duhon, 28th in Santa Paula lead by Ben Faber and 29th in Temecula headed up by Sonia Rios. The CRB will be sponsoring a Citrus Conference on October 11 at the Wyndham in Visalia. The CRB will be hosting the 2nd External review of ACP/HLB research at UC Davis the week of August 14-18. The review panel will include Ed Stover, Dan Strickman, and John DeGraca.

Fruit Mentor Report

Dan has made some changes to his website to get better time to first bite, this is giving him a boost on the rankings and additionally he thinks that CRB linking to his articles is also giving him an increase in his ranking. Dan showed data for viewership of his videos and articles in the United States. Many of his videos are ranked number one. He is continuing to support the effort to educate people on where to get certified budwood. He is trying to publish information more regularly as this will increase visits to his website. He mentioned that there is a person in the Fresno area doing illegal grafting and placing it on YouTube. Sylvie said she would look into it.

The meeting was adjourned at 3:15 p.m. the next meeting will be June 7, 2017 at 1:30 p.m.