

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

Meeting Minutes
Friday, October 13, 2017

The regular meeting of the Outreach Subcommittee was called to order at 2:00 p.m. on October 13, 2017 in Visalia, California.

Committee Members Present:

Dr. Beth Grafton-Cardwell* Sylvie Robillard

Committee Members Absent:

Aaron Dillon George McEwen
Mark McBroom Kevin Severns

Interested Parties:

Bob Atkins*	Annika Forrester*	Cressida Silvers*
Erin Betts	Victoria Hornbaker	Dan Willey
Teri Blaser	Alyssa Houtby	Scosha Wright
Nick Condos*	Sara Khalid	Judy Zaninovich*
Rick Dunn	Katie Nieri	Sandra Zwaal*
Carolina Evangelo	Curtis Pate*	

*** Participated via Webinar**

Opening Comments

The meeting was called to order at 2:00 pm by Victoria Hornbaker. Victoria welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that a quorum was not present for the meeting.

Approval of Minutes

The members in attendance approved the minutes by consensus for the August 9, 2017 Subcommittee meeting.

Operations Updates

It was mentioned that outreach will be concentrating on ACP alerts for the Central Valley and also integrating area wide activities with new mapping tools.

Finance Review/2016-2017 Recap

The PSA has been played significantly in Los Angeles movie theaters throughout the month of

September. They have also been double playing it on the radio. All the 2018 showcase events have been prepaid. The total spent for this year is \$631,000 out of the \$671,000 budget. The remaining \$40,000 will go back into the program.

2017-2018 Outreach Priorities

Industry Partnerships, Meetings, Events

Consistent messaging is important, and continued efforts will be made to make sure that CCM, CRB, the Program, and Liaisons are all referencing the same language so the industry is receiving the same message. Area wide and coordinated treatments will continue to be reinforced, and NST will continue to make sure the Industry understands the importance of removing diseased trees when they are found. For grower liaison support with an outreach treatment campaign, a quarterly meeting was suggested with the grower liaisons to discuss treatment strategies. All of the program messaging (industry and homeowner) will be revisited as well and will focus more on disease communication. Once the new messages are developed, the Liaisons will also be re-trained. Area wide treatment coordination and new tools for communication of treatments, such as text messages were also discussed.

Rick Dunn presented information regarding cell phone numbers for some growers that are in his map citrus layer. This could potentially be used to send group messages to all the cell phones that are associated in a given Psyllid Management Area (PMA). One issue is that not all numbers are available for every grower. One suggestion from the San Joaquin Valley Task Force is to communicate with the Pest Control Advisors that work in citrus through text messaging as well with spraying and activation updates. Sylvie suggested a way to speed up the process with growers, and suggested a pre-notification system, like a bulk email or a text messaging feature that can be sent to PMAs. She also suggested that whoever doesn't respond to the email can be further contacted with a phone call. There has been a delay with communicating and involvement from the team leaders. Another suggestion was creating a chain of command if a team leader is not available, and a spreadsheet in each county with contacts that are provided by the Liaisons. Rick stated that he created an Access database that has information regarding PMA's, managers, management companies, and PCO's. An intern was suggested to manage this data, or a password protected website dedicated to PMA's. Katie provided an update from the Strategic Planning meeting, which was prioritizing major focus areas, which was streamlining data and sharing of the same data. Alyssa also reiterated that messaging should incorporate PCA's and Judy is working on a master list for PCA's with help from the Task Force members.

Rick presented a map from UCANR that shows ACP distribution in California. It includes HLB and ACP quarantine boundaries, trapping grids that show ACP detections, and a zoom-able citrus layer. This map was suggested to be posted on Citrus Insider.

Area wide Improvements

Katie asked the group if an industry survey was necessary regarding area wide treatment participation, and why certain growers participate while others do not. Sylvie agreed that this would be a good idea for liaisons to learn different farmer and grower issues, and time the treatments at the same time other treatments are taking place. CCM was tasked to graph and gather information for this project.

Katie also asked the group if any industry groups should be prioritized or missing from her presentation slide. Association of Applied IPM Ecology (AAIE) was suggested as another industry group to include. Sylvie suggested contacting the California Trucking Association any time there's changes in the movement of fruit and regional quarantines ahead of time so they are aware, and to also add an email blast to fruit haulers in the California Trucking Association. Cressida asked if there were any organic groups and to include them so they are on board with the program. Katie said that she will do an analysis on different organic organization and see if they are any worth reaching out to.

Grower Liaison Updates

Teri Blaser reported that fall suppression sprays have been completed, and everyone that was contacted agreed to treat. Some Pesticide Use Reports (PUR) have come back, and later this month Teri said she will follow up with those that have not submitted their PUR's. There was one find in the end of August near Ivanhoe, and those growers have been contacted. Everyone has treated or treating for Fuller Rose Beetle again.

Sylvie Robillard reported that there were two finds two weeks ago that were less than 1/8 of a mile apart, and another find a week later within a mile of those two traps. Everyone is treating for Fuller Rose Beetle, and there is 100 percent compliance.

Erin Betts reported that southern Tulare County has been quiet the last few weeks.

Judy Zaninovich noted that there has been an upswing in ACP activity in Kern County. There were finds in Arvin, Maricopa and a find of live nymphs in a commercial orchard on Rancho Road. The grower had been using organic products but has decided to stop the transition as of now and treat with Danitol on that orchard. The organic groves are getting adequate applications of the organic sprays, and everyone is being cooperative. Judy also reported that some growers are confused about the changes in the quarantine and checking the website. They are not aware that they don't have to do "spray and move" if they are moving into Fresno or Tulare County. An interactive map will be sent out to growers so they are aware of what is going on and aren't treating unnecessarily.

Sandra Zwaal reported that area-wide treatments are still ongoing into mid-November in Ventura County. There have been delays due to heat and follow up with growers that haven't treated is ongoing. Some growers that have never treated are beginning to now treat. Many groves are being pushed out and replaced with new groves with citrus or other crops. The Agricultural Commissioner is short staffed, so there have been challenges with helping neglected and abandoned groves. San Bernardino has been attempting to form a Pest Control District, and they have now reached their goal of over 51%, and will petition to the Board of Supervisors. The summer and fall area wide treatments have been completed, and Sandra will work with the PCA's and Agricultural Commissioner's office to verify if the grower's list is complete, and to find out why some growers have not treated. There are new recommendations for treatment from Dr. Beth Grafton Cardwell from the last task force meeting. Sandra is also working with the county regarding neglected and abandoned groves. Train the Trainer is occurring next week, and Sandra is trying to implement the use of Citrus Insider to the growers and the county. She suggested that treatment maps on the website would be helpful.

Cressida Silvers noted that Santa Barbara just finished their area wide treatments. PURs are being collected and she will follow up with individual growers that are missing their reports. In San Luis Obispo, there was a reported detection in Nipomo. There is a new response plan for San Luis Obispo and it is a 50 meter treatment area, so just the find needs to be treated. In Santa Barbara, there are citrus vendors in the farmers markets with stems and leaves in the boxes that have not treated. There will be joint outreach regarding this with the farmer's markets and the county. In Ventura there will be communication with residents that CDFA will not be treating, and that treatment is voluntary.

UC Outreach Update

Grower Website

Dr. Beth Grafton Cardwell gave a brief update on creating a tab on the Citrus Insider website regarding PMA's and information on how to respond to a coordinator with areawide treatments.

Legislative Outreach Update

NST reported that Paul has been in the HLB quarantine areas. He also participated in a conference last month.

CCM Update

CCM continues to work on their tree removal projects, there are two different tree removal projects: one removing abandoned citrus trees with Bayer Crop Science that is addressing properties with 25 or more trees on them. Over 500 single trees have been removed in 215 acres. They are still within their budget received from Bayer. Although they do not remove trees from residential properties, they have not refused anybody yet. Alyssa encouraged everyone to check out CitrusMatters.us and to report any abandoned groves that you have may have seen, or to give Joel Reyes, a new CCM staff member a phone call. CCM has also received a grant through the Multi Agency Coordination Group (MAC) to do tree removal in the HLB quarantine area. There have been two rounds of outreach. In San Gabriel there will be a third round. It is a voluntary program, and they are encouraging homeowners to reach out to CCM to remove the trees. 71 trees in Anaheim were volunteered to be removed. In San Gabriel, 109 were volunteered to be removed. This will be expanded to Pico Rivera.

CRB Update

Carolina Evangelo reported that the CRB had their California Citrus Conference this week. Grants have also been awarded, and quite a bit has been rewarded to HLB research. CRB is planning on having Citrus Day at UC Riverside on the first Tuesday in February, followed by a board meeting the next day. There will also be a Post-Harvest conference in the middle of April Citrus Showcase March 8. They are continuing to work with NST on their quarterly column in the *Citrograph*. The next one will be in their winter issue.

Fruit Mentor Report

Dan Willey updated that there has been a significant increase in YouTube views for the English language video. One of the videos has reached 10,000 views a day, and has generated 200 new

subscribers. Dan said that improving the thumbnail was what increased the click rate and watch rate. The Spanish, Mandarin, and Korean language versions all had an increased number of views, although not as much as the English language version. Dan also published the Argentine Ant video and in other languages, aside from Korean.

Other

Victoria reminded the subcommittee that Outreach is not meeting every other month in person anymore, it will be quarterly. If something urgent comes up, a webinar will be set up. Sylvie mentioned that there was a discussion of the Central Valley having a grower meeting in February. A webinar was suggested in December to discuss grower meetings. Annika updated on the Train the Trainer program. She reported that it was a low turnout overall, and is concerned about the outreach strategy and timing for this training. Alyssa responded that people were concerned about crews being pulled away from Kern County, and the best timing for this training is the end of September.

The meeting was adjourned at 4:00pm. The next meeting will be held on February 7, 2018.