

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

Meeting Minutes
Wednesday, April 11, 2018

The regular meeting of the Outreach Subcommittee was called to order at 1:00 p.m. on April 11, 2018 in Visalia, California.

Committee Members Present:

Mark McBroom* Sylvie Robillard

Committee Members Absent:

Aaron Dillon George McEwen
Dr. Beth Grafton-Cardwell Kevin Severns

Interested Parties:

Price Adams*	Victoria Hornbaker	Gary Schulz
Teri Blaser	Sara Khalid	Cressida Silvers*
Carolina Evangelo	Tracy Moehnke	Judy Zaninovich*
Sara Garcia-Figuera*	Curtis Pate*	Sandra Zwaal*

***Participated via Webinar**

Opening Remarks

The meeting was called to order at 1:00 pm by Victoria Hornbaker. Victoria welcomed the Subcommittee, staff, and members of the public participating in person and online.

Review of February 7, 2018 Meeting Minutes

It was requested that if there are any edits to the February 7 meeting minutes to email Sara Khalid by the end of the week before they are posted to the website.

Finance Review

Tracy presented the CPDPC Outreach budget summary as of March 2018. There are upcoming events in the “Industry Communications” and “Media Relations” line items of the budget. Billboards in transportation corridors will be running in the summer. There will also be more communication with packinghouses. It was asked if the PSA’s that will be running will be new or the same. It will be the same PSA, that will be reissued statewide. “Hyperlocal Outreach” was defined as community events which will be focusing on targeted outreach.

Update on Strategy 5-Outreach and Collaboration

Homeowner Outreach Update

Four billboards ran in Anaheim that encouraged cooperation with Ag Officials. Facebook ads also ran for Anaheim residents with the same message. For regulatory outreach, messages are on display to not move citrus. Three billboards are planned for the San Diego/Mexico border, on the Grapevine, and on Highway 99. Another key message that coincides with the strategic plan is to keep trees healthy. There is an outreach push in Home and Garden magazine, and editors at local newspapers are informing their readers on how to take proper care of their citrus trees. Messaging includes ACP specific care and biocontrol agents. NST will also be working with CCM to support their tree removal program. There were social media posts during the Lunar New Year encouraging people to not share fruit with leaves and stems and to wash fruit before sharing with friends and family. NST also shared that they have a presence within a group called “Grow Riverside,” which consists of a small group of farmers that are growing their own fruits and vegetables. They were educated on ACP and HLB, and signed up with Citrus Insider. It was asked what the response has been in farmer’s markets. Tracy responded that NST has not done much with vendor outreach, but there has been outreach done with visitors to the farmer’s markets. The response has not been ideal, but Tracy stated that they are open to trying again. NST will be contacting CCM regarding homeowner voluntary tree removal in Nipomo. It was also discussed how the Facebook ads are run, which is based upon geotags and running ads based on your physical location, and algorithms based on your Facebook newsfeed.

Industry Outreach Update

NST is working on media outreach and op-eds focusing on the importance of area-wide treatments. A survey is also being conducted for industry members regarding area-wide participation. Meeting with managers of packinghouses was also discussed to address their concerns and questions with HLB and ACP. Mark McBroom mentioned that packinghouses should be asked if they are receiving fruit from Pest Control Districts or area-wide management areas. The Operations Subcommittee is looking into this as well. Tracy suggested meeting with the packinghouses one on one and bringing a committee member to discuss the importance of this issue.

Packinghouse Meetings and Field Crew Trainings

Annika Forester held six “Train the Trainer” workshops in the Central Valley and coastal region. There were 40 attendees total. Outreach was conducted regarding the new ACP regional quarantine, with topics including deadlines and exhibit due dates. An FAQ was also created, which got picked up by industry publications. Upcoming industry outreach includes sponsoring the CAPCA Spring Summit. 180-200 PCAs will visit the UC Riverside Citrus Grove and listen to presentations by Victoria Hornbaker, Dr. Beth-Grafton-Cardwell and Alan Washburn regarding ACP management, scouting, and identification.

Local Government/Elected Official Update

In the past three months NST has met with the cities of Fullerton, Garden Grove and Riverside. All have agreed to share information on their social media websites. The Citrus Hero award was established to award an elected official, city council or county member who is passionate about the cause and has helped share information. An award is sent, along with a photo, which is shared on NST’s social channels. In the next month, NST will be attending the Southern California

Association of Governments meeting. This is a meeting of all the city managers and elected officials in Southern California.

Tree Care/Removal of Uncared for Trees on City Land

In the city of Loma Linda there are trees on city property which need to be treated and/or removed. A letter from CDFA may be needed.

Abatement of Abandoned Groves

Tulare and Riverside counties have been working on removing and abating abandoned groves.

CRB Update

Gary Schulz reported that the University has been interviewing and working to hire another entomologist and integrated pest management scientist. Carolina Evangelo reported that CRB participated in the Citrus Showcase with many attendees stopping by the look at the map and displays. Dr. Beth Grafton-Cardwell's presentation was also well attended. CRB will be having a Post-Harvest conference next week in Oxnard. There will be a strategic planning article in the *Citrograph*. There are also columns scheduled for the fall and winter. A glossary of industry terms is being developed, which was approved by the board in February. New research project proposals were due yesterday. The board will be meeting in the spring and summer to decide which projects will be moving forward. CRB has a board meeting on May 8th, 2018. They are also planning their grower seminar series. There will be three this year. Farm advisors will be doing an update, Dr. Beth Grafton-Cardwell, Jim Cranney and Melinda Klein will also be speaking. CRB's 50th Anniversary Gala will be on October 9th, 2018, and the Citrus Conference will be held on the 10th. CRB is preparing for the IOC HLB Conference in Riverside. It will be held in conjunction with IOC Weed Conference. Abstracts will be accepted starting May.

Fruit Mentor Report

Dan Willey reported that he is working on a video promoting tree removal. He followed up with Alyssa from CCM who assisted him. Dan's videos on ant control resulted in numerous sales through Amazon. He has also experienced growth on YouTube, with his Spanish video surpassing one million views.

USDA Update

William Wepsala is the new outreach person within USDA, Abby Powell also works on public outreach activities with CHRP. An initial call was made with USDA and NST, and future monthly calls will include a predetermined topic. Victoria suggested more coordination with Arizona. Tracy commented that NST is working on a proposal for MAC that will focus on other states.

Other Items and Adjournment

The meeting was adjourned at 2:19 p.m. The next meeting will be on August 8, 2018.