

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

Meeting Minutes
Wednesday, February 7, 2018

The regular meeting of the Outreach Subcommittee was called to order at 12:00 p.m. on February 7, 2018 in Riverside, California.

Committee Members Present:

Mark McBroom Dr. Beth Grafton-Cardwell Sylvie Robillard

Committee Members Absent:

Aaron Dillon George McEwen Kevin Severns

Interested Parties:

Price Adams	Jim Gorden	Teresa Siles
Bob Atkins	Linda Haque*	Cressida Silvers
Erin Betts*	Geoff Hollenbeck*	Gary Schultz
Teri Blaser	Rachel Johnson	Dan Willey
Nick Condos*	Sara Khalid	Scosha Wright
Lauren Droogh*	Melinda Klein*	Judy Zaninovich
Rick Dunn	Tracy Moehnke	Sandra Zwaal
Carolina Evangelo		

***Participated via Webinar**

Opening Remarks

The meeting was called to order at 12:00 pm by Mark McBroom. Mark welcomed the Subcommittee, staff, and members of the public participating in person and online. It was noted that there was not a quorum for this meeting. Teresa Siles introduced a new team member from Nuffer, Smith, and Tucker (NST), Price Adams, who will be joining the citrus team.

Finance Review

Tracy Moehnke gave a brief overview of the NST outreach budget. She noted that they⁷ added a new budget line item for “Hyperlocal Outreach” due to the increase in Huanglongbing (HLB) finds, this will include implementation of grassroot tactics. Mark McBroom asked how much the cost per impression for media hits were for last year and suggested that there could be a way to identify a “cost per hit” category. Tracy agreed that a “cost per 1,000 impressions” category can be added.

Strategic Planning Impacts on Outreach

Tracy gave a brief update on the strategic plan, and stated that the next step is aligning the budget with the strategic plan. Currently, the program is operating under the Scenario 1, and will also develop protocols for Scenario 3. NST is looking at how that would change their outreach strategy.

CPDPP Homeowner Outreach Updates

HLB Quarantine Area Outreach:

The increase of HLB finds in the Pico Rivera and Anaheim areas also increased the number of refusals. This prompted NST to develop and distribute in language door hangers directly to those areas that included key messages regarding what the homeowners could expect when CDFA visits their property. Outreach was conducted in the Pico Rivera areas to different outlets. Ads were run in Vietnamese newspapers in the Los Angeles area, and on the radio. Riverside and Anaheim movie theaters also ran PSA's and ads were placed in the Mountain Mandarin Festival newspaper.

Activities that are planned for the upcoming months are billboards in Anaheim with the "cooperation" message, and social media ads. Social media campaigns are also being assembled to coincide with Chinese New Year due to the high number of citrus trees that are gifted during this time. NST will be at the Ag Expo on March 8 with a booth where informational materials for industry and homeowners will be distributed. Proactive media outreach around agriculture is also planned in March for National Ag Day. It was asked if outreach was being conducted in other cities in Orange County other than Anaheim. Tracy responded that the Orange County Master Gardeners have been reluctant to work with NST in the past, however Linda Haque has found a new contact at Master Gardeners who is interested in HLB. Paul Worlie has been focusing his efforts on working with elected officials in other cities in Orange County. It was requested that outreach activities be conducted in the San Bernardino area, and possibly a Master Gardeners meeting on the weekend. Sylvie Robillard discussed "nursery days" in Fresno County and noted that something similar may be beneficial for small nurseries in San Bernardino County. It was also mentioned that messaging regarding Florida's current state of having no backyard citrus trees and that this may be the future for California citrus should be reiterated. Tracy agreed, and stated that NST will be considering revising messaging to make sure that it resonates with the target audiences. Bob Atkins suggested that there should be some type of outreach to nurseries on the Citrus Insider webpage, as some are not aware of current HLB quarantines. A redesign for Citrus Insider is also in the works. Carolina Evangelo discussed the article that was posted in the Sun regarding impacts to nurseries in the HLB quarantine. She stated that it was reposted on Facebook with negative comments, and suggested that the program have a response to discuss the other side of the issue. She also commented on campaigns in sporting events, with baseball season approaching and participating in their giveaways in some way. Rick Dunn mentioned that in his neighborhood of Porterville that there are many backyard citrus trees that produce unconsumable fruit and that outreach should be done to offer tree removal for those properties.

CPDPP Industry Outreach Update

ACP Regional Quarantine

Tracy discussed the implementation of the new Asian Citrus Psyllid (ACP) Regional Quarantine. NST relayed information from CDFA on the Citrus Insider on what growers can expect in complying with new exhibits. There may be changes in the mitigations for movement between Zones 5 and Zone 6 regarding mitigations, and there has been communication with CDFA on what

growers and packinghouses can expect. Tracy also stated that there is an FAQ on the Citrus Insider to make it an easy source for the Industry. In April, the California Association of Pest Control Advisors (CAPCA) Spring Summit for the southern chapter will take place in Temecula. NST will be hosting CAPCA's second day of their seminar at UC Riverside to talk to the Pest Control Advisors (PCA's) along with Dr. Beth Grafton-Cardwell, Bob Atkins, and Victoria Hornbaker.

Areawide Treatments

Sandra Zwaal discussed the areawide treatment protocol for Ventura and San Bernardino Counties. NST has offered a text messaging service and space on the Citrus Insider for grower liaisons to send out reminders to specific regions of growers. Bob Atkins recommended a better messaging platform for submitting Pesticide Use Reports.

Grower Education on HLB

Tracy highlighted some industry outreach activities from the past three months. Annika Forester has been holding "Train the Trainer" events in fall in citrus growing regions which had around 160 attendees, and plans to hold another event in the spring. Due to poor attendance in previous Train the Trainer events, California Citrus Mutual (CCM), NST, and Annika regrouped and formed an Action Plan that discussed ideas to garner promotion and publicize the event. CCM suggested faxing flyers to packinghouses which was successful, and posting the events on Citrus Insider farther in advance of the event, and working with media in the area if it in an Ag friendly region to increase attendance. Sylvie commented that the attendees were complimentary of the program and wanted to see it continue. Mark suggested that CDFA staff and Ag Commissioners should also be invited to these events to comprehend the compliance agreements better. There was concern that if CDFA or Ag Commissioners attended it might make the attendees nervous.

Grower Liaison Update

Bob Atkins reported that an update is provided every month which then is posted on the Citrus Insider.

UC Outreach Update

Dr. Beth Grafton-Cardwell reported that she has been meeting with liaisons and various task forces in pest control districts to help shape what their areawide plans will be. She also mentioned that Rachel, who is an advisor in Los Angeles County, applied for a grant to train master gardeners and homeowners to replace citrus with other nutritious fruit and other planting recommendations. She also commented that she will be speaking at UC Riverside for the CAPCA seminar.

Legislative Outreach Update

Tracy mentioned that Paul Worlie attended the California State Association of Counties conference a few months ago and met with representatives in cities with HLB in southern California. He also launched the Citrus Hero Award, to acknowledge elected officials and city staffers who are supporting HLB awareness. In the future, Paul will be focusing on meeting with more elected officials, city staffers, and city managers to engage them more in sharing of content. Sylvie asked if anything could be done media wise to protect the oldest navel tree in California.

CCM Update

Lauren Droogh updated that CPDPP will have a booth in the Citrus Showcase that will be held on March 8. One of the workshops hosted by CRB will be the latest strategies for managing ACP in your orchards. Joel and Alyssa will be meeting with Steve Olson next week from Bayer to discuss the Citrus Matters program.

CRB Update

Carolina Evangelo reported that information is continually being updated in the *Citrograph*. CRB is working with NST to do a CPDPC outreach column on a quarterly basis. They are also working on creating an acronym booklet for industry use. This will be presented to the CRB board for approval. There is also a possibility that this will be provided electronically on CRB's website and the Citrus Insider. CRB will also have a booth at the Citrus Showcase in March, and they are sponsoring Beth's workshop on ACP. Continuing education will also be offered. CRB is hosting a post-harvest conference on April 17-18 in Oxnard. This will be a more technical conference for packinghouses. There will be a grower seminar series this summer, and planning will begin within the next couple weeks. The CRB will be celebrating their 50th anniversary this year in October, their gala will be held on October 9, followed by the California Citrus Conference the next day in Visalia.

Fruit Mentor Report

Dan Willey gave a recap of his project. His project has finished in November, and so far, he has more than three million views worldwide. One of his Spanish videos has more than 700,000 views. This was a result of split testing of his YouTube videos. Most of these views are overseas, but over 100,000 are in California. There are about 21,000 views a day worldwide, and 600 views a day in California. Dan has another project lined up which will be five new videos, and one video will promote tree removal. Dan will be participating in the Festival of Fruit this summer and will be a speaker.

Other Items and Adjournment

Rachel Johnson asked how to work on messaging for homeowner purchasing citrus trees from nursery retailers. Tracy responded that NST has been working on educating people to not move plant material out of a quarantine area, understand the proper care needed for citrus trees including inspection, buying from reputable nurseries, and cooperating with Ag officials. Judy Zaninovich asked if retail nurseries could provide a checklist that goes with every citrus tree describing the testing and treatment which may avert people from buying citrus trees. Tracy responded that CDFA already tags the trees, but she would look into adding information to the tags. Sylvie asked if any outreach is being done in the tourist area of Anaheim, like Disneyland. Bob Atkins responded that the HLB infestation in Anaheim did cut into Disneyland's property, and they are constantly rotating plants and have their own nurseries there.

The meeting was adjourned at 1:30 p.m. The next Outreach meeting will be held on April 11, 2018.