

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

Meeting Minutes
Wednesday, August 8, 2018

The regular meeting of the Outreach Subcommittee was called to order at 1:32 p.m. on August 8, 2018 in Visalia, 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*	Victoria Hornbaker	Bob Wynn*
Jonathan Babineau	Alyssa Houtby	Sandra Zwaal*
Teri Blaser	Tracy Mohenke	Judy Zaninovich*
Carolina Evangelo	Gary Schulz	
Jim Gorden	Dan Willey*	

***Participated via Webinar**

Opening Remarks

The meeting was called to order at 1:32 pm by Mark McBroom. Mark welcomed the Subcommittee, staff, and members of the public participating in person and online.

Review of April 11, 2018 Meeting Minutes

There were no edits or discussion items for the previous meeting minutes. Mark presented a motion to adopt the minutes as-is. It was supported by Sylvie Robillard and seconded by Dr. Beth Grafton-Cardwell. It was passed unanimously.

Finance Review

Tracy presented an update on Nuffer, Smith, and Tucker (NST)'s budget for the year, including draft numbers from July.

Update on Strategy 5-Outreach and Collaboration

Homeowner Outreach Update

A campaign was conducted with paid advertising and traditional media outreach from May to July, emphasizing not to move citrus during the summer travel months. Statewide media outreach was conducted in English, Chinese, and Spanish, which resulted in 23 stories. One story gained traction

and was published in Southern California. It included comments from Dr. Beth Grafton-Cardwell and the County Agricultural Commissioner about the state of Huanglonging (HLB) in Southern California, and what homeowners can do to prevent the spread of the disease. NST also partnered with Asian outreach agencies to conduct outreach to Asian communities. Billboards ran from the beginning of May through mid-July. During the month of May, outreach was also conducted in San Luis Obispo County due to Asian Citrus Psyllid (ACP) detections. Tracy explained that as new HLB detections are found in new cities or communities in Southern California, NST is on a rolling basis to reach out and conduct outreach in those areas. Public Service Announcements (PSA) are continuing to run year-round and have garnered more than 50 million impressions. Ads have also been running on English and Spanish radio stations. Paid PSA's were shown in movie theaters in Southern California, as well as on television when ACP detections were found. Digital videos and infographics are being created by NST. A video was shown during the meeting that was shared more than 80 times on social media. It was asked if there was a way to take advantage of when people check into different locations, like a restaurant, and have an ad pop up regarding HLB. Tracy answered that this can be done through Facebook. NST is working closely with the California Department of Food and Agriculture (CDFA) regarding hyperlocal outreach and placing door hangers and having agricultural crews visit in targeted areas. NST had a booth at the La Habra Citrus Fair and at the Visalia Rawhide Citrus game. It was asked if the door hangers include language on tree removal, and Tracy responded that it is only specific on what to expect when agricultural crews visit the residence. An English and Spanish audio news release is being planned to radio stations across the State. Spanish newspaper interviews will also be conducted with Magally Luque-Williams of CDFA. In the fall, radio ads will run in the Central Valley, and billboards in the Kettleman City area. One on one outreach is also planning to be conducted. Carolina Evangelo suggested to also reach out to Chinese newspapers.

Industry Outreach Update

In April, NST sponsored the California Association Pest Control Advisors Spring Summit, which brought together all of California's Pest Control Advisors (PCA)'s, and more than 125 PCA's attended. One day was focused on HLB and ACP. In June, a meeting was held in Riverside County for packinghouses. More than 35 individuals attended this event. A survey revealed that the meeting was extremely helpful, especially regarding quarantine questions. Last week, there was a Statewide Grower Liaison meeting with NST, CDFA and California Citrus Mutual (CCM). Outreach to growers, improvements, and what is currently working was discussed. More program promotion is also being done after the Strategic plan was implemented. In September, the HLB Focus group meeting will be held. NST will attend and participate in three different events in October. FAQ's and fact sheets about the quarantine are also being developed, and the requirements for moving bulk citrus will be shared to grower liaisons who can provide that information to growers prior to harvest. It was suggested that growers be reminded that they must be in compliance and have a signed compliance agreement with CDFA, and if they do not, the packinghouses will not take their fruit.

Packinghouse Meetings and Field Crew Trainings

CCM and NST have been working with Annika Forrester on trainings. These workshops will be on a one-on-one basis at the packinghouse and will be targeted based on harvest seasons. There has been some difficulty garnering interest for these meetings. Sylvie Robillard suggested incorporated testimonials or videos on the usefulness of the trainings could result in more

participation. Another suggestion was being able to get the information to the right managers/key players. Mark McBroom commented that these trainings would be useful in San Diego and San Joaquin counties as well. Tracy responded that there is a plan to do more meetings. Sylvie also mentioned that Ventura county would be a high priority area for these meetings due to the movement of desert lemons.

CCM Update

Alyssa Houtby reported that CCM has removed over 1,000 trees statewide and have recently received more response. CCM is working with CDFA and United States Department of Agriculture (USDA) to host a series of grower focus groups that will be held across the state. Participants include growers who are farming in thigh-risk areas. Alyssa explained that the purpose of these meetings is to determine what the industry will be willing to when HLB is found in the commercial groves. These meeting will be compiled into a formal document which will be shared within the industry and committee, and recommendations can be set in place before there is an outbreak of HLB in commercial groves. The scenarios have been outlined by CDFA. There will also be Subject Matter Experts from USDA that will be attending.

Grower Liaison Update

Sylvie updated that there have been very few finds in the Central Valley. A fall treatment of Imidacloprid was requested from an area in the southern Central Valley. Judy Zaninovich updated on treatment in Kern County and reported that “problem spots” have been east and south of Bakersfield in the last few years. To avoid the upswing of numbers in the fall that happens every year, the Task Force is recommending those growers participate in an Imidacloprid treatment.

Local Government/Elected Official Update

Tracy highlighted that work that NST has done since April regarding government and elected official outreach. NST assisted CDFA with testimony for the Senate Ag Committee in April. Paul Worlie has been in Los Angeles and Orange counties meeting with city government officials discussing how they can help with outreach to residents. Paul and Alyssa also met with the Fresno County Agricultural Commissioner to discuss abandoned and neglected groves in Fresno County. NST was able to attend an event in southern California with Chinese elected officials. Coming up, Paul will be attending a meeting in September with CDFA’s David Pegos. NST will be meeting with the new Ventura County Agricultural Commissioner once a date and time are determined.

Other Ideas in Support of Strategic Priorities 1-3

None.

UC Outreach Update

Grower Website

Dr. Beth Grafton-Cardwell reported that Monique Rivera has been hired as an Integrated Pest Management Specialist in Riverside. In May Dr. Grafton-Cardwell attended a meeting in Santa Barbara, and in June attended a Grower Seminar. In July, there was a series of meetings in Riverside to demonstrate how to sample for ACP. Sonia Rios, who is a Farm Advisor in Riverside and San Diego counties, is conducting ACP and HLB outreach by facilitating small meetings in September and October. Dr. Grafton-Cardwell also pointed out a new “Master Gardeners” section on her website. “Science for Citrus Health” is a new website that discusses technical issues related

to HLB. Lastly, Dr. Grafton-Cardwell mentioned bactericides, which needs aid in communicating to clientele. It was suggested to set up a call to discuss how to communicate this issue.

CRB Update

Carolina Evangelo reported that most of Citrus Research Board (CRB)'s outreach is done through their publication, the *Citrograph*. A quarterly column is continuing with a California Pest and Disease Prevention Program update. In September, the winter issue will be in the planning stages, with Dr. Graton-Cardwell's website being mentioned. CRB's electronic newsletter goes out every month. Over the summer, CRB had their grower seminar series. Carolina also reported that CRB's 50th Anniversary Gala will have a speaker, and there has been a call for poster abstracts.

Fruit Mentor Report

Dan Willey reported that he filmed that last of his piece of video which was in Orange County and depicted the removal of citrus trees. The videos are now in the narrating and editing stage. At the end of the month, the videos are expected to be published. Last week, the California Rare Fruit Growers had their conference in Silicon Valley, where Dan was a speaker and did a garden tour. The YouTube channels are continuing to do well, and there are over 100,000 subscribers, and 11 million views.

USDA Update

None.

Other Items and Adjournment

The meeting was adjourned at 3:08 p.m. The next meeting will be on October 3, 2018.