

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

Meeting Minutes
Wednesday, October 3, 2018

The regular meeting of the Outreach Subcommittee was called to order at 1:32 p.m. on October 3, 2018 in Visalia, California.

Committee Members Present:

Aaron Dillon*	Mark McBroom*	Kevin Severns*
Dr. Beth Grafton-Cardwell*	Sylvie Robillard*	

Committee Members Absent:

George McEwen

Interested Parties:

Bob Atkins	Sara Khalid	Cressida Silvers*
Erin Betts	Raymond Leclerc	Will Wepsela*
Carolina Evangelo	Tracy Moehnke	Dan Willey
Victoria Hornbaker*	Lauren Peltzer	Bob Wynn*
Alyssa Houtby	Monique Rivera*	Judy Zaninovich*
		Sandra Zwaal*

***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. It was noted that there was a quorum for this meeting.

Review of August 8, 2018 Meeting Minutes

There were no edits or discussion items for the previous meeting minutes. Mark presented a motion to adopt the minutes as presented. It was supported by Sylvie Robillard and seconded by Aaron Dillon. The motion passed unanimously.

Finance Review

Tracy Moehnke presented Nuffer, Smith, and Tucker's (NST) budget through August 31. She stated that NST expects their balance to be \$130,000 below budget this year. She explained that even though their contract began October 1, a signed contract was not received from the Department of General Services until January. For this reason, NST was operating under an "as needed" basis. Also, due to the injunction in February 2018, media outreach activities were halted. During the next fiscal year, the budget will be used in full.

Update on Strategy 5-Outreach and Collaboration

Homeowner Outreach Update

Tracy reported that in August NST distributed an audio news release in English and Spanish to radio stations across California. It was picked up 114 times and reached 14 million impressions. An interview with Victoria Hornbaker and Joel Nelsen ran in the Sacramento Bee regarding Huanglongbing (HLB) in California, and the federal budget supporting research funds for HLB. This was picked up by other publications in the state as well. Customized ads ran in San Diego, as well as Spanish ads in the Central Valley. To date, NST's Public Service Announcements (PSAs) resulted in 77 million impressions and will be launched again this year. NST also collaborated with Dan Willey from Fruit Mentor to discuss better collaboration efforts for his videos. There are continued efforts to explore new tactics on Facebook and Twitter. An effort will be made to reach out to master gardeners. It was suggested to contact the California Department of Food and Agriculture (CDFA)'s field crew, and chefs that use citrus in their recipes for interviews. Another idea that was discussed was outreach specifically to college students using features like Snapchat.

Postcards were mailed to homes in Anaheim, Santa Ana, and Garden Grove, urging homeowners to work with agricultural officials, refrain from moving citrus, and consider removing their tree if they are unable to take care of it. Dr. Beth Grafton-Cardwell and Sandra Zwaal emphasized the need for photographs in brochures depicting Asian citrus psyllid (ACP) and HLB, so the public is aware of what to look for. NST has teamed up with the leading Chinese television station in the state, who will be producing segments at University of California, Riverside in the citrus groves and the lab. They will be highlighting ACP and HLB and will run three to four-minute segments. A call with Cal Poly Pomona is also scheduled for the end of this month to discuss outreach opportunities around the success of the *Tamarixia* program. A Spanish media ad is also scheduled for the fall in the Central Valley regarding homeowner inspection. A video is also in the works depicting the Polymerase Chain Reaction (PCR) process in CDFA's lab. Lastly, NST is working on developing an outreach plan for the next fiscal year.

Industry Outreach Update

Tracy updated that NST is working with Link Leavens, CDFA, and Ventura County to determine a date and location for a packinghouse meeting. Western Farm Press also provided an article from Jim Gorden about the program and a timeline infographic of HLB in California for publication in September. The timeline infographic will be displayed at the Citrus Conference.

NST worked with CDFA, California Citrus Mutual (CCM) and United States Department of Agriculture (USDA) to facilitate a series of grower forums to discuss actions that growers would voluntarily be willing to take if HLB was found near or in their grove. Tracy anticipates that the results of these forums will have an impact on how NST approaches industry outreach. There was a discussion regarding what messages to send to growers, and who should send those messages.

NST is conducting telephone surveys to non-engaged citrus growers throughout the state regarding their general knowledge level of HLB and the program.

There will be fact sheets and frequently asked questions about the requirements for bulk citrus movement specific to each regional quarantine zone. They will be shared with grower liaisons and

on the Citrus Insider. CCM will also share these out to their members. A Do's and Don'ts for tarping will also be distributed to packers and haulers throughout the state.

Upcoming industry events include a booth at the Citrus Research Board's (CRB) conference. NST will also have informational booths at the California Association of Nurseries and Garden Centers annual meeting and at the California Association of Pest Control Advisors' annual conference. The revamped Citrus Insider website is expected to launch within the next month. Tracy mentioned that NST would like to put together an annual report to show how the program is a steward for industry and growers. NST would also like to set up a field trip for Pest Control Advisors (PCAs) from the Central Valley to southern California for a scouting and identification workshop. Dr. Beth Grafton-Cardwell commented that her along with Monique Rivera and Sonia Rios have been organizing workshops like this in Southern California, so it would be a good pairing with NST.

CCM Update

Alyssa Houtby provided an update on the CCM abandoned citrus tree removal program, and the removal of homeowner trees in the HLB quarantine area. CCM has applied for a Specialty Crop Block Grant with CDFA to receive funding for tree removal in the HLB quarantine areas. If funding is approved, it would be an additional \$100,000. Alyssa reminded the group to continue contacting CCM through their webpage regarding abandoned groves that are between two to five acres.

Grower Liaison Update

Sylvie Robillard updated that she will be holding a grower meeting on October 31 in Fresno County at the Agricultural Commissioner's office. The speakers have been confirmed, and agendas will be emailed out shortly.

Local Government/Elected Official Update

NST, Bob Atkins, and Jason Schwartze met with the San Diego County Agricultural Commissioner to discuss outreach tactics to large property owners in Rancho Santa Fe. The CAC office is distributing letters about encouraging property owners with citrus trees to follow best management practices.

UC Outreach Update

Growers and PCA's

Dr. Beth Grafton-Cardwell commented that she, Monique Rivera and Sonia Rios have been organizing scouting and identification workshops in Southern California for growers, master gardeners, and PCA's. It was suggested that they pair with NST for this effort. Dr. Grafton-Cardwell also introduced Monique Rivera to the group, and encouraged she be added to this subcommittee.

CRB Update

Carolina Evangelo updated that the California Citrus Conference will take place October 10. There will be a poster presentation session, along with guest speakers. The program will have a booth as an opportunity for outreach to growers. CRB is also hosting an international ACP and HLB

Conference in March in Riverside. Grower seminars will be hosted by CRB next summer. There is continuing outreach with CRB's electronic newsletter and the Citrus Insider.

Fruit Mentor Report

Dan Willey has been working on five videos. One video on breeding and another on tree removal have been published in English and will be published in Spanish. A grafting video and a citrus introduction variety process are in the works. Editing needs to be done for a citrus cutting video. Results for the breeding video were shown, and there were over 5,000 views. The tree removal video has 3,000 views with about 40 views a day. There was a discussion about inspecting citrus trees at a golf course in the Lake Forest area that someone had reported in the comments section of one of Dan's videos. There was also a discussion on proper disposal of green waste. If the plant material has been treated, there are no special instructions required. NST also offered to send a response guide to Dan and CRB for future questions and comments that are received. Dan's next project will be single topic videos on four different topics: growing citrus from seeds in a nursery, the dangers of moving citrus fruit, the dangers of moving citrus trees, and the graft-transmissible citrus pathogens of California. These will all be published in English and Spanish. He is also planning on publishing scientist interviews. This will be done by asking the existing audience to submit questions about the spread of citrus disease. The idea will be to cover a larger number of topics. The scientists that have agreed to the interview are Georgios Vidalakis, Dr. Beth Grafton-Cardwell, Dr. Mark Hoddle, and Dr. Neil McRoberts.

USDA Update

Will Wepsela introduced himself to the group and stated that the USDA is looking at their materials and resources, and will work on creating videos, but this is still in the planning stages.

Other Items and Adjournment

It was suggested that USDA give their update in the beginning of the meeting, since they are on east coast time.

The meeting was adjourned at 3:23 pm. The next outreach meeting is scheduled for February 6, 2019.