

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

Meeting Minutes
Wednesday, February 5, 2020

The regular meeting of the Outreach Subcommittee was called to order at 1:33 p.m. on February 5, 2020 in Visalia, California.

Committee Members Present:

Beth Grafton-Cardwell	Mark McBroom	Sylvie Robillard
Kevin Severns		

Committee Members Absent:

Aaron Dillon

Interested Parties:

Price Adams	Jim Gorden	Michael Soltero*
Bob Atkins	Victoria Hornbaker*	Cressida Silvers*
Teri Blaser	Sara Khalid*	Jennifer Willems*
Sarah Bowles*	Jessica Leslie	Judy Zaninovich
Natalie DeAngelo	Neil McRoberts*	Sandra Zwaal*
Rick Dunn*	Alexis Silveira	
Carolina Evangelo	Jason Schwartz	

***Participated via Webinar**

Opening Remarks

Mark McBroom called the meeting to order at 1:33 pm. Mark welcomed the Subcommittee, staff, and members of the public participating in person and online.

Outreach Budget Review

Sara Khalid reported on the Outreach budget and expenditures for the Grower Liaisons and Nuffer Smith Tucker (NST) contracts for Fiscal Year (FY) 2019 and 2020. She explained that for the budget for the grower liaisons, \$6,440 was spent with \$39,900 remaining in FY 2019 from January to December. For March 2019 to February 2020, \$37,663.00 was spent with \$53,200 remaining. From June 2019 to March 2020, \$55,759.40 was spent with \$673,240.60 remaining. For NST's budget, from October 2019 to March 2020, \$194,197.96 was spent with \$638,727.91 remaining. It was explained that there are three separate line items for the grower liaisons due to two liaisons starting their contracts at different times.

Update on Strategy 5-Outreach and Collaboration **CPDPP Outreach Update**

Homeowner's Messaging Research Overview

Price Adams provided an update on NST's Southern California homeowner messaging testing. The goal was to determine homeowner awareness and willingness to act on the spread of Asian citrus psyllid (ACP) and Huanglongbing (HLB) both before and after hearing NST's messaging. Of the 400 people that were spoken to for this survey, about two thirds responded that they had one to two citrus trees on their property, and 34 percent of participants were aware of ACP and HLB at the beginning of the survey. When asked what they enjoyed most about their citrus tree, over 70 percent responded that it provided food. NST also discovered that homeowners were most willing to allow officials to access their property. It was also noted that Hispanic, Asian Americans, women, and the elderly were most likely to take one of the recommended actions.

For messaging testing, Price mentioned that the four messages that were presented were all effective, although some more than others. It was suggested to tweak some of the messaging, with more resident-friendly wording. After all messages and information were received by homeowners, they were more likely to engage in actions to prevent the spread of the disease and pest. Price also mentioned that homeowners that had 25 or more trees on their property were reluctant to take any actions, even after listening to the messaging.

Implications and Recommendations from NST

NST concluded that the messaging was effective for homeowners to act, and they also would like to reach out to younger audiences and ethnic groups that were the most responsive. Hyperlocal strategies should also be based on demographic insights from this survey, and a collaborative plan with the grower liaisons to reach homeowners with 25 plus trees was suggested. Making use of more studies like this was also suggested for the future.

Discussion

It was asked to further discuss the details of ethnicities and age. NST responded that the average age of the respondents was 51, with over half stating they were younger than 55.48 percent of the respondents identified as white, 24 percent identified as Hispanic, 11 percent as Asian, four percent as African American, six percent as multi-ethnic, and three percent as other. Of the white respondents, 65 percent were seniors.

Industry Outreach Activities

The Citrus Insider website has a new "Resources" page for helpful links, information for grower liaisons, videos, and informational materials. NST is also working on creating a password protected site, for industry partners and the committee.

Message Concepts Alignment

Price Adams mentioned that messaging and language will be different depending on who the designated audience is. She also discussed a messaging concepts structure, which looks at key concepts, talking points science and research.

Outreach Tactics by Audience

Natalie DeAngelo described specific tactics NST has planned to use based on the intended audience. Strategies discussed were to increase content, development and sharing among the program and the University of California (UC) partners, focus on engaging leaders of pest control districts, Pest Management Areas and designated task forces, engage Pest Control Advisors, reinvigorate outreach and support to production retail nurseries, and conduct deskside meetings with packers and processors to gauge their needs.

Discussion

The need to emphasize the risks of moving fruit was discussed, as fruit movement has the potential of spreading *Candidatus Liberibacter asiaticus* infected ACP. Jim Gorden also mentioned the need to build a community effort amongst neighboring growers. There was a discussion regarding organic growers and finding the right messaging for them, and the appropriate treatment options if organic growers fall into a quarantine. Victoria Hornbaker mentioned that organic growers have options, like wet washing and field cleaning if growers or their packinghouses happen to fall into an HLB quarantine. The group decided that further messaging needs to be addressed to inform organic growers of their options.

Upcoming Activities

Upcoming activities for NST include ongoing outreach surrounding the San Bernardino quarantine and areas near the quarantine, radio advertisements and a booth at the Lunar Year Festival in February. NST is also exploring the use of canines for a media opportunity in the spring. Other upcoming activities include a Spanish language best practices training video for field crews, the division's annual report, the World Ag Expo, the Citrus Showcase, and the California Association of Pest Control Advisors Spring Summit.

UC Outreach Update

Master Gardener Activities and Projects

Beth Grafton-Cardwell updated that the Master Gardener coordinator in Los Angeles received a grant to train the public about replacing citrus trees with another type of tree if near the HLB quarantine. She is currently working on obtaining another grant to keep the training going.

CCM Outreach Update

Alexis Silveira updated that California Citrus Mutual (CCM) will be participating in the World Ag Expo, and they are organizing the Citrus Showcase. The Citrus Research Board (CRB) will be presenting a topic at the showcase on HLB. The CCM board will be taking their annual government relations trip to Sacramento to discuss ACP and HLB issues. They will also be holding their annual Citrus Stride in April.

CRB Outreach Update

Carolina Evangelo updated that CRB is continuing to fund Dan Willey's YouTube project, which has been well received. In the latest video, Dan speaks to citrus experts about HLB related concerns. Carolina also mentioned that CRB continues to work collaboratively with NST and the committee to publish quarterly columns in *Citrograph Magazine*. CRB will host a talk regarding HLB at the Citrus Showcase and host a grower seminar series in the summer. The California Citrus Conference will be held in October, and a post-harvest conference in the fall.

Other Items and Adjournment.

The meeting was adjourned at 3:21 pm. The next Outreach subcommittee meeting will be held on April 6, 2020.