

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

Meeting Minutes  
Wednesday, February 10, 2021

The Outreach Subcommittee meeting was called to order by Victoria Hornbaker at 1:30 p.m. on February 10, 2021.

**Committee Members Present:**

Aaron Dillion*	Mark McBroom*	Sylvie Robillard*
Monique Rivera*		

**Committee Members Absent:**

John C. Gless	Nick Hill
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**Interested Parties:**

Price Adams*	Amelia Hicks*	Lea Pereira*
Robert Atkins*	Karla Huerta*	Lydia Rodriguez*
Kevin Ball*	Evelyn Hurtado*	Briana Russell*
Teri Blaser*	Alyssa Houtby*	Derek Schulz*
Karina Chu*	Victoria Hornbaker*	Alexis Silveira*
Kiana Dao*	Laura Irons*	Cressida Silvers*
Natalie DeAngelo*	Anmol Joshi*	Krista Smith*
Holly Deniston*	Marcy Martin*	Tamara Tollison*
Enrico Ferro*	Zachary McCormack*	Claudia Vazquez*
Paul Figueroa*	Neil McRoberts*	Karen Westerman*
Alisha Garcia*	Alex Muniz*	Jennifer Willems*
David Gutierrez*	Keith Okasaki*	Helene Wright*
Subhas Hajeri*	Margaret O'Neill*	Judy Zaninovich*
Lucero Hernandez*	Curtis Pate*	Sandra Zwaal*

\*Participated via Webinar

**Opening Remarks**

Victoria Hornbaker welcomed the Outreach Subcommittee members, staff, and members of the public participating online.

**Outreach Budget Review**

Zachary McCormack reported there were no updates.

**Introduction of new USDA APHIS Public Affairs Specialist for Citrus**

Lucero Hernandez introduced herself and talked about potential collaboration on outreach

activities between the United States Department of Agriculture (USDA), Animal and Plant Health Inspection Service (APHIS), and Citrus and Pest Disease Prevention Division.

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

### **CPDPP Outreach Update**

#### **Homeowner Outreach Activities**

Natalie DeAngelo from Nuffer Smith Tucker (NST) presented the Homeowner Outreach activities and results. She shared that NST announced the December detections of *Candidatus Liberibacter asiaticus* (CLas) positive Asian citrus psyllid (ACP) in San Diego through CitrusInsider.org. With the help of the San Diego County Agricultural Commission (CAC), more than 20 stories related to detection were reported through news outlets, radio broadcasts, and online publications. Additionally, NST is working on continuous media releases. Last, the CaliforniaCitrusThreat.org website is now fully available in Spanish and being translated into Vietnamese and Chinese.

#### **Industry Outreach Activities**

NST, in coordination with Growers Liaisons (GL), facilitated online meetings with growers and industry members. Post-meeting surveys were provided to participants and their outcome will be discussed in future outreach meetings. New pages and information such as the “Fruit for Thought” blog are added to CitrusInsider.org and will be updated regularly.

#### **Elected Official Activities**

Natalie DeAngelo gave a brief update on upcoming activities. Informational materials on *Tamarixia* releases were shared in 15 cities through social media and newsletters. In-language media training will be provided for Santa Clara CAC staff.

#### **Upcoming Activities**

The 2019-2020 Fiscal Year annual report is being prepared. NST is also working with California Citrus Mutual (CCM) on conducting virtual meetings with packing houses. Additionally, an outreach article is being written for Citrograph Magazine. As part of the *Tamarixia* outreach program, an audio news release is being prepared in English and Spanish for radio stations statewide. Together with GLs, NST is working on creating customizable fliers for growers with more than 25 trees.

### **Grower Liaison Update**

David Gutierrez gave an update on the GL working group. The group is developing two documents; one internal document to outline general responsibilities of GLs and the other document will outline the general responsibilities of the statewide coordinator.

### **UC Outreach Update**

Monique Riviera stated University of California (UC) scientists will be taking part in a scientists’ panel webinar. Additionally, she is working closely with master gardeners’ groups. Moreover,

Monique stated she is working with the Science for Citrus Health Group to create a short video with tips and tricks for ACP and Huanglongbing (HLB) scouting.

#### **California Citrus Mutual Outreach Update**

Alexis Silveira shared that a citrus industry-focused podcast was recently created.

#### **CRB Outreach update**

Marcy Martin noted the Citrus Research Board (CRB) continuously updates Citrograph Magazine and its newsletters. Also, CRB provided webinars on ACP and HLB during the last year.

#### **Other Items and Adjournment**

The meeting was adjourned at 2:40 p.m. The next Outreach Subcommittee meeting will be held on April 7, 2021.