

**CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
(CPDPD)
OUTREACH SUBCOMMITTEE MEETING**

Meeting Minutes
Wednesday, April 7, 2021

The Outreach Subcommittee meeting was called to order by Victoria Hornbaker at 1:30 p.m. on April 7, 2021.

Committee Members Present:

Mark McBroom* Monique Rivera* Sylvie Robillard*

Committee Members Absent:

Aaron Dillion John C. Gless Nick Hill

Interested Parties:

Price Adams*	Amelia Hicks*	Keith Okasaki*
Fidan Aghayarova*	Karla Huerta*	Margaret O'Neill*
Lori Apodaca*	Alyssa Houtby*	Curtis Pate*
Robert Atkins*	Victoria Hornbaker*	Zach Rissel*
Fernando Berber*	Anmol Joshi*	Lydia Rodriguez*
Teri Blaser*	Luci Kumagai*	Briana Russell*
Karina Chu*	Sarah Kraft*	Alexis Silveira*
Natalie DeAngelo*	Daniel Lee*	Cressida Silvers*
Holly Deniston*	Jessica Leslie*	Krista Smith*
Paul Figueroa*	Zachary McCormack*	Keith Watkins*
David Gutierrez*	Neil McRoberts*	Jennifer Willems*
Subhas Hajeri*	David Morgan*	Judy Zaninovich*
Daren Harris*	Alex Muniz*	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 presented the outreach budget and expenditures.

Update on Strategy 5-Outreach and Collaboration

CPDPP Outreach Update

Grower Liaison Update/Task Force Update

David Gutierrez gave a Grower Liaison update. Two documents, the internal document for general responsibilities and the general responsibilities of statewide coordinators, were sent to the committee members for review. No comments were received for discussion.

University of California Outreach Update

Monique Riviera stated University of California scientists organized and conducted a scientists' panel webinar about emerging technologies for managing Asian citrus psyllid (ACP) and Huanglongbing (HLB). Additionally, she is working closely with Master Gardeners groups.

CPDPP Outreach Summit Discussion

Price Adams stated that for this committee meeting, Nuffer Smith Tucker (NST) would like to have an open discussion about homeowner and industry outreach strategies and tactics including grower meetings, formats of virtual meetings, and voluntary citrus tree removal advertisement.

Victoria Hornbaker mentioned the possibility of sharing information about "unwanted citrus tree" removal for homeowners through social networks and media. Price Adams stated that NST is looking for options for sharing the information about voluntary citrus tree removal on social networks like Facebook and using door hangers to address specific areas and neighborhoods.

One of the issues that industry members mentioned was getting small-scale growers more involved with the program. The suggestions included: organizing more grower meetings and reaching out to growers individually to learn more about their concerns, and reasons for not participating in the growers' meetings. Judi Zaninovich suggested the possibility of mailing information to some growers. Price Adams replied that NST has a compliance outreach list that can be used to contact the growers and transportation companies to get more involved and sign up for the CitrusInsider.org website. Victoria Hornbaker shared the idea of having a cover letter for the annual report which could be sent to the compliance outreach list that would cover information about the program, list options on how to get more involved with the program, and explain how to contact local grower liaisons.

Existing and new partnerships were the next topics of discussion. Victoria Hornbaker suggested potential meetings with packing houses and growers to discuss different solutions for increasing outreach. Additionally, reaching out to organic certifiers for their help connecting with organic growers and getting them more involved with the program was suggested by Victoria Hornbaker.

Sylvie Robillard suggested establishing partnerships with farm bureaus and commented that NST needs to be more engaged with the farm bureaus and task forces. Price Adams replied that NST had reached out to different farm bureaus in the past, and they will need to contact them again and look for potential projects to work on together. Alexis Silveira talked about her previous experience with farm bureaus and how newsletters are an effective method to share the messages in those offices.

Price Adams addressed the information deficiency about ACP and HLB in specific areas of the state. When properties with established citrus groves are sold, the new homeowners are not informed about ACP, HLB, and quarantine regulations. Suggestions for addressing this issue included the exploring new social networks like Tik-Tok for information advertisement and using websites like Zillow.com.

Other Items and Adjournment

The meeting was adjourned at 2:55 p.m. The next Outreach Subcommittee meeting will be held on August 4, 2021.