

CALIFORNIA CITRUS PEST AND DISEASE PREVENTION PROGRAM
OUTREACH SUBCOMMITTEE MEETING

Meeting Minutes
Wednesday, April 8, 2020

The regular meeting of the Outreach Subcommittee was called to order at 1:31 p.m. on April 8, 2020 in Visalia, California.

Committee Members Present:

Beth Grafton-Cardwell*	Mark McBroom*	Kevin Severns*
Aaron Dillion*	Sylvie Robillard*	

Interested Parties:

Price Adams*	Victoria Hornbaker*	Curtis Pate
Bob Atkins*	Alyssa Houtby*	Alexis Silveira*
Teri Blaser*	Anmol Joshi*	Judy Zaninovich*
Natalie DeAngelo*	Sara Khalid*	Sandra Zwaal*
Carolina Evangelo*	Johnny Martinez*	
David Gutierrez*	Zachary McCormack*	

*Participated via Webinar

Opening Remarks

Mark McBroom called the meeting to order at 1:31 p.m. Mark welcomed the Subcommittee, staff, and members of the public participating online.

Outreach Budget Review

Sara Khalid presented the Outreach budget and expenditures for the Grower Liaisons and Nuffer Smith Tucker (NST) contracts for Fiscal Year (FY) 2019 and 2020. She explained the Grower Liaison budget for January 2020 to December 2020, \$621.00 was spent with a remaining balance of \$30,099.00. For the March 2019 to February 2020 Grower Liaison spent \$67,416.60 with a remaining balance of \$1,650.17. From July 2019 to June 2020, \$320,023.54 was spent with \$466,314.23 remaining. The NST budget from October 2019 to September 2020, \$384,616.31 was spent with a remaining balance of \$306,237.89.

Update on Strategy 5-Outreach and Collaboration

CPDPP Outreach Update

Industry Outreach Activities

Price Adams presented Outreach updates and industry activities. NST has created a video for field crew best practices, it can be viewed in Spanish on the Citrus Insider webpage and on YouTube. The video will be used by field crew supervisors and packing houses prior to harvest of citrus. Price mentioned that in June 2020, a *Citrograph* article will be published in the USA Today USDA Special Edition.

Discussion

Price Adams asked the Subcommittee and staff for outreach recommendations, tactics or methods. The Subcommittee proposed the use of Instagram, a social media platform, to educate small growers and street vendors to wash, de-stem and de-leaf citrus before selling. Creating a broad approach to then tailor to specific areas. Price explained that there are weblink and video limitations while using Instagram, but they currently use social media outlets such as Facebook and Twitter and are looking into navigating Pinterest.

Grower Liaison Updates

The Subcommittee asked how the Grower Liaisons plans to track reports from growers who have 16-25 trees on their property. For those smaller growers, NST is to prioritize high risk areas and to support the smaller growers with a resource center on the Citrus Insider website.

Homeowner Outreach Activities

NST is creating informational material for the Canine Media Event to educate the public of the dog(s) purpose to detect Asian citrus psyllid (ACP) and Huanglongbing (HLB) in the area. Toolkits will be provided to Agricultural officials to share fact sheets in the form of a flyer or post card to alert homeowners when field crews with dogs will be in the area or to notify of work the crews performed. NST is continuing to work closely with agencies that specialize in Asian and Hispanic American outreach to develop a media plan for in-process and post COVID-19. Due to COVID-19 public meetings are not being held in person and are now being held via Webinar. The media plan's goal is to assist those that previously attended the public meetings to participate by Webinar. The next webinar meetings for delimitation areas will be held April 16, 23, and 30, 2020. The CDFA staff are working to expand the webinar meeting access beyond delimitation areas.

Elected Official Activities

Price stated that many California City Officials have been supplied with content to inform the public of HLB and ACP, including detections and quarantine expansions. NST has received city level engagement and have successfully coordinated HLB and ACP information for the Los Angeles City Council Member Gilbert Cedillo's newsletter. For San Bernardino detection NST has started media outreach to consumers and industry media. The city of Redlands City staff members were awarded the Divisions' March Citrus Hero.

Upcoming Activities

Natalie DeAngelo provided an update for upcoming events. She mentioned editorials in April will be published in the Floral Park Magazine in Orange County and the San Diego Union Tribune. The Orange County editorial will be in honor of gardening month, informing readers for signs and symptoms of HLB and ACP since Orange County has detected areas. San Diego does not currently have any detections, but they are close to areas that have tested positive for HLB and ACP. NST is also drafting a notice for the Citrus Insider for the Zone 6 bulk movement changes, this draft is awaiting approval, if approved will be posted on Friday April 10, 2020. All packing houses and growers have been notified that Zone 6 movement changes will take effect on April 13, 2020.

UC Outreach Update

PCA Listening Sessions

Dr. Beth Grafton-Cardwell presented that she conducted three Listening Sessions in February with Pest Control Advisors (PCA). The meetings took place via webinar for the areas of Exeter, Fallbrook and Ventura. Listening Sessions provided an opportunity for PCAs to voice concerns, potential solutions, methods and tactics for trapping ACP and HLB. The PCAs have requested for standardization of ACPs samplings to effectively compare research for trap improvement. PCAs are also interested in increasing implementation of the threshold treatment method and to limit the use of the calendar treatment method for areawide treatments. They believe calendar treatment has too long of an action timeline and is not as effective. They would also like to see more research on barriers, water volumes, seasonality, fungal pathogens, pesticide resistance monitoring, and a solution to replace the spray and move treatments for ACP. PCAs deem the following as necessary to perform their duties: real-time scouting data on the webpage, webinars for training, information for protocols for submitting samples for testing, and hardcopy pictures of infected trees with HLB symptoms and of ACP so they do not have to depend on internet when they are in areas with bad connections. The necessary items will bring confidence to PCAs to perform their job to the best of their abilities with the appropriate resources.

Master Gardening Activities & Projects

Dr. Beth Grafton-Cardwell provided an update on work she is doing to inform Southern California Master Gardeners about HLB tree areas. She explained that the public can use an online application to see their residence relative to HLB location detections. She is also working to create training for nutrition and treatment replacements. Beth mentioned a UC webinar where UC experts discussed and informed of ACP and HLB and she felt the webinar would be useful for Master Gardeners and other interested parties. The webinar link is located on the UC Statewide IPM Program.

CCM Outreach Update

Allyssa Houtby presented that prior to the state closure due to COVID-19, NST hosted a workshop booth at the California Citrus Mutual Citrus Showcase. The workshop booth focused on the California collaborative efforts to prevent HLB. At the showcase event 600 people participated in the luncheon and 1,500 people attended the event. Carolina Evangelo thanked NST and the Grower Liaisons for helping hand out Citrograph magazines at the World Ag Exposition in Tulare, California.

CRB Outreach Update

Carolina Evangelo provided an update for the Citrus Research Board (CRB) Outreach. She mentioned this is the time for next FY research proposals. Proposals sent the first week of April have been reviewed and are in the process for approval at the next CRB meeting taking place in September 2020. She also informed the Subcommittee of event cancellations due to COVID-19, such as the Summer Grower Seminar. CRB, however, will continue to plan in anticipation of the Citrus Post Harvest Festival Conference held September 9 and 10 which will be held in Visalia. They will also continue to plan for the California Citrus Conference scheduled on October 14, 2020 with a location to be determined.

Other Items and Adjournment

The meeting was adjourned at 2:57 p.m. The next Outreach subcommittee meeting will be held on August 5, 2020.