CITRUS ADVANCED TECHNOLOGY PROGRAM

QUARTERLY & FINAL REPORTS: Control of Citrus Greening, Canker & Emerging Diseases of Citrus

▶ INSTRUCTIONS

(●) *Quarterly Report* ( ) *Annual Report* ( ) *Final*

Required: What is the "headline" for this report (e.g. a one-sentence "newspaper headline" describing what you accomplished)

Enhancing CHMA outreach efforts

Proposal Title

Establishment of Citrus Health Management Areas (CHMAs)

Today's Date	Sponsoring Organization (drop-down)	Category (drop down)
7/16/12	Citrus Research and Development Foundation	Vector Management

REPORT UPDATE (500 words; summarize your accomplishments)

Activities of the CHMA program assistant (Brandon Page) April-July 2012:

During this reporting period, the CHMA assistant provided support to the CHMA effort by attending various local CHMA meetings as well as statewide meetings. At these meeting, Mr. Page participated by setting up displays and/or giving talks on ongoing efforts and successes of the CHMA program to encourage more participation. Particularly in the case of local CHMA meetings, Mr. Page returned from these meetings and posted updates for these CHMAs on the website to help growers stay up to date with the activities and plans for these CHMAs. The following is a list of meetings attended: All Florida Ag Show (4/23-4/26), Hardee County CHMA meeting (5/1), Citrus OJ Squeezer in Ft. Pierce (5/10), Citrus Advisory meeting –Volusia CHMA (5/11), Immokalee meeting (5/22), Hillbillies (5/22), Dundee CHMA meeting (5/30), FSHS meeting (6/3-6/5), Pasco county (6/11), Citrus Mutual Annual meeting (6/13-6/14), South Hillsborough CHMA (6/20), Immokalee (6/21), FFA State Convention (6/26-6/28), and Hardee county CHMA (7/13). In conjunction with the grower leaders for the CHMAs, numerous CHMA meetings have been scheduled for late summer/early fall. Announcements have been posted on the CHMA website for those with firm dates at this time.

In addition to attending meetings, Mr. Page has spent a considerable amount of time working on improvements to the CHMA website and communication efforts. An email listserv has been created for each of the CHMAs for growers who wish, can sign up and receive notifications of updates for their CHMA. A CHMA questionnaire was created and posted on the CHMA website too get feedback from growers on the CHMA communication efforts to determine how best to meet the needs of the growers. A new logo for the CHMA program was created to help brand the Florida CHMA program, this logo will be unveiled soon. As a result of requests by grower team leaders, we are in the process of creating a series of psyllid scouting report maps that show results broken down by TRS to help growers more readily identify the trouble areas within a CHMA. Mr. Page has been creating the frame work for these maps manually and providing these to CHMAs upon request. This is a time consuming process however. Thus, a computer programmer has been hired and is currently working with Mr. Page to create a program that will automatically create such maps which can then be posted on the website for each of the CHMAs. This work has only recently begun and the timetable for completion is not yet determined.

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Organization UF/IFAS/CREC

Contract Number 00095743

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Total Funds (current year) $89,675.00

SUBMIT REPORT

CITRUS RESEARCH AND DEVELOPMENT FOUNDATION, INC.