

# National Clean Plant Network

## NCPN

## Education & Outreach Update

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NCPN Education & Outreach Committee Co-chairs





## NCPN Education & Outreach Committee

- Provides content and editorial review to produce E&O material in coordination with subject matter experts
- Facilitates and coordinates E&O material design, production and distribution
- Serves as a resource for crop coordinators
  - Coordinator's Handbook on Google Team Drive
  - Support to coordinators
- Participates in Network-wide and outreach activities
  - Linkages to Tier 2s and special initiatives
  - Attend trade shows with NCPN display booth
- Supports and provides resources to Tier 2 groups in their outreach activities





# Products

- Trifold brochures:
  - National
  - One for each crop
- Factsheets:
  - 14 factsheets
  - + 2 in progress
- E-newsletter
- Booth display materials
- Website: many updates, resource library (Network tools)
  - Graphics
  - PowerPoint presentation template
  - Master NCPN poster



**National Clean Plant Network**  
Our clean plant networks:

Home | Citrus | Fruit Trees | Grapes | Hops | Sweetpotatoes | Roses

**NCPN Home**  
About the NCPN  
Clean Plant Centers and Programs  
NCPN Newsletters  
NCPN Factsheets, Brochures and Posters  
Education and Outreach Committee  
Glossary  
Selected publications  
Virus elimination therapy  
Useful Links  
Contact Us  
National Clean Plant Network

**Welcome to the National Clean Plant Network**

**National Clean Plant Network**  
The National Clean Plant Network (NCPN) was created to protect U.S. specialty crops such as grapes, fruit trees, citrus, berries, roses and sweetpotatoes from the spread of economically harmful plant pests and diseases. NCPN ensures the global competitiveness of U.S. specialty crop producers by creating high standards our clean plant programs.

**Upcoming Events**

Event Name	Date
North American Strawberry Growers Annual Meeting	1/15/2020
American Hop Convention 2020 and NCPN-Innov Tier 2 Meeting	1/22/2020
National Sweet Potato Conference	1/26/2020
Unified Wine and Grape Symposium	2/4/2020
NCPN-Grapes Tier 2 Annual Meeting	2/7/2020

**SIGN UP FOR THE NCPN NEWSLETTER**  
\*indicates required

Information about NCPN is also available on the USDA website:

Form fields: Email Address, First Name, Last Name, Subscribe button.





# FY2018-2019 Accomplishments

## Publications Produced

### Factsheets/Brochures

### Date

<b>General:</b> Virus Elimination using Microshoot Tip Culture Factsheet	May 2019
<b>Berries:</b> Blueberry Ringspot Disease Factsheet	April 2019
<b>Citrus:</b> Huanglongbing: A Threat to the Citrus Industry Factsheet	July 2019
<b>Citrus:</b> The Citrus Center in Alabama Factsheet	July 2019
<b>Grapes:</b> Grapevine Red Blotch Factsheet, Revision	December 2018
<b>Grapes:</b> NCPNGrapes Trifold, Revision	July 2019
<b>Roses:</b> Rose Rosette Virus (English) Factsheet	February 2019
<b>Roses:</b> Rose Rosette Virus (Spanish) Factsheet	March 2019

### Newsletters

Special Initiatives Edition, Electronic Newsletter	December 2018
Grapes Feature Edition, Electronic Newsletter	March 2019
Berries Feature Edition, Electronic Newsletter	June 2019
Special Initiatives Update, Electronic Newsletter	August 2019





# FY2018-2019 Accomplishments

## Distribution of Materials

<u>ITEM</u>	<u>Quantity Distributed</u>
Total Factsheets	4,435
Print Newsletters	1,120
Tri-fold Brochures	2,780
Magnets/pens/tote bags	675
<b>Total Items Distributed</b>	<b>9,010</b>

## Trade Shows

<u>Crop</u>	<u>Event</u>	<u>Location</u>	<u>Date</u>
Citrus	Citrus Day	Riverside, CA	January 2019
Grapes	Unified Wine & Winegrape Symposium	Sacramento, CA	January 2019
Roses	Texas Nursery & Landscape Expo	San Antonio, TX	August 2019
Sweet potatoes	National Sweet Potato Convention	New Orleans, LA	January 2019





# Special Initiative: Economic Studies

- **Workshop at Cornell University in April 2019**
- **Led by economist Miguel Gomez**

## Plan:

- Summarize gaps between needs and knowledge based on a comprehensive literature review
- Reach out to NCPN membership, including industry, centers, policy makers to strategically validate priorities
- Invite economists to participate in relevant NCPN meetings to fully understand needs
- Develop a priority plan for economic studies
- Devise an effective plan to interact with other members of the network for the delivery of impactful information





# Economic Studies Workshop Outcomes

- Working paper : A Review of Economic Studies on Pathogen-Tested Plant Materials and Clean Plant Programs for Specialty Crops
- Review paper for Plant Disease *in progress*
- Factsheet *in progress*

Posted on  
NCPN  
Website





# Special Initiative: Communications

## Workshops in 2019:

20 E&O members, crop coordinators, and industry stakeholders began building a national plan and crop-specific communication plans

## Components of the Communications Plan:

- Goals
- Objectives
- Target Audiences + Motivations
- Compelling Arguments + Messaging • Messengers + Influencers
- Channels
- Tactics
- Tools
- Work Plan
- Measurement + Metrics







# Current & Future Plans

- Vertical banner for display table
- Factsheets:
  - Economic Studies – in review
  - What is NCPN? – in progress
  - Rose Crown Gall (Spanish) – at graphic designer
  - Fruit Trees /Hops
- March newsletter released: annual report “info graphic”
- New communications plan
- Explore options for new website format and host
- Video tours



*Thank you*

