

THE ADVISER

California Association of
Pest Control Advisers

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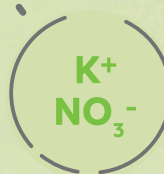
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MISSION & PURPOSE: California Association of Pest Control Advisers (CAPCA) is a non-profit voluntary mutual benefit association that represents 75% of the 4,000 California EPA licensed pest control advisers. CAPCA's purpose is to serve as the leader in the evolution of the pest management industry through the communication of reliable information. CAPCA is dedicated to the professional development and enhancement of our members' education and stewardship which includes legislative, regulatory, continuing education and public outreach activities.

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Editor's Notes

The Benefits of Membership

The benefits of CAPCA membership have grown and changed over the last five decades. In the 1970s and 1980s, the Chapters served as the epicenter of CAPCA benefits – reduced fees to attend local CE and a local social network of professionals before the introduction of the internet and cell phones. During that era, the state office provided a cohesive voice to represent the PCA License and Membership so they could keep focused on the field. CAPCA brought the industry together annually for the CAPCA Conference and Agri-Expo; we will be celebrating its 50th anniversary in October.

In the 1990's CAPCA partnered with PAPA to launch CECPM, which tracked CE hours for Members through scantrons for nearly the last 30 years. What was a new benefit of membership, has become engrained as a core program of CAPCA. Over the last decade, members have consistently noted the value of hours tracking to support their license renewal as a key reason for their membership. When CAPCA recognized that tracking hours and license renewal were undergoing significant changes, we took a proactive stance, leveraging our Advocacy and Regulatory relationships to pace with changes so we could continue to deliver tracking to our members. CE Hours Reported is the years-long culmination of this discussion to meet both regulatory requirements and our members' needs.

And a more recent development was CAPCA's online CE which was launched in haste during the COVID shutdowns in 2020 to ensure our members had the CE required to renew their license. We pivoted as soon as we realized DPR wasn't extending licensing deadlines in the wake of event cancellations. Now 4 years later, CAPCA is thanking our membership in 2024 by including 10 free hours of online CE as part of a benefit to your membership, a testament to our commitment to your professional development!

As your license and needs evolve, CAPCA has and will continue to be right in step with the needs of this industry. We are already looking for the next opportunity!



Ruthann Anderson, Editor
ruthann@capca.com



Ruthann Anderson
CAPCA CEO & EDITOR

CAPCA EDITORIAL STAFF

Ruthann Anderson, *Editor*
Crystelle Turlo, *Chief Operations Director*
Patrick Dosier, *Innovation & Technology Director*
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Leadership

CAPCA Board's Focus & Direction



By Paul W. Crout, CAPCA Chairman

As we enter the second half of the year, I want to provide an update on the Board's focus and direction in 2024 and our plans for the remaining months. Throughout the year, the Chairman's agenda has centered on three key areas: Advocacy, Technology, and Member Value. CAPCA staff has admirably tackled numerous anticipated and unforeseen challenges this year.

Anticipated challenges included CE hours tracking and reporting, Sustainable Pest Management, the Mill Tax increase, and planning a valuable 50th anniversary Annual Conference. An unexpected hurdle we addressed was the proposed 240% license fee hike by DPR, which we are actively engaging with.

Advocacy:

The agricultural sector, including Pest Control Advisers, faces significant changes ahead. CAPCA remains dedicated to advocating for our members through active participation in industry groups like the Alliance of Farmers and Ranchers and Californians for Smart Pesticide Policy. This past year, CAPCA has successfully engaged with DPR and CDFA on Sustainable Pest Management, emphasizing the crucial role of PCAs. We have also mobilized against DPR's proposed license fee increases, holding meetings with legislative bodies, the Governor's office, and DPR itself to oppose these hikes.

Technology:

Technology is a vital focus, with ongoing investments in updating our website, online CE platform, and hours tracking/reporting systems. Attendees at our last Annual Conference experienced the new QR code system for CE hours tracking. Since January 1st, 2024, our digital reporting program, CE Hours Reported, has simplified CE hours tracking and compliance with DPR regulations. We swiftly adapted to DPR's changes regarding CE hours summaries through our new Renewal Summary. CAPCA also created the DPR Renewal Hub webpage, ensuring members have the tools and information to renew their licenses smoothly and efficiently.

I personally just renewed my PCA License. The process of printing my CE hours report was simple. I encourage everyone to double check the details on the report to ensure your hours (especially from CECPM) are reported accurately. Please help us by encouraging every sponsor to utilize CE Hours Reported for their hours reporting needs, it will simplify your renewals, comply with DPR regulation and ensure your hours are counted.

Member Value:

Maximizing member value remains a top priority. Despite financial challenges, CAPCA secured a \$1 million grant from CDFA to develop a program tracking non-pesticide decisions by PCAs, highlighting their role in Integrated Pest Management. This year's 50th Anniversary Annual Conference promises to be a milestone event, offering extensive CE opportunities, and fostering networking among attendees and exhibitors.

In conclusion, CAPCA's dedicated staff and volunteers on the Board of Directors continue to work diligently to represent and defend your interests at the highest levels of state government. We are committed to enhancing professional development opportunities, facilitating license renewals, and ensuring accurate hours tracking for all PCAs across the state. ■



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Early Full Attendee (Member) - \$475 | Full Price - \$495

Early Bird Full Attendee registration for members only (Continuing Education Eligible).

Early Full Attendee (Non-Member) - \$555 | Full Price - \$595

Early Bird Full Attendee registration for non-members (Continuing Education Eligible).

Early Professional Attendee (Member) - \$495 | Full Price - \$550

Early member industry professionals, including exhibitors without a license and those needing an additional room in the room block (not Continuing Education Eligible).

Early Professional Attendee (Non-member) - \$495 | Full Price - \$550

Early non-member industry professionals, including exhibitors without a license and those needing an additional room in the room block (not Continuing Education Eligible).

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CAPCA has introduced a new registration option to celebrate the 50th Annual Conference in Anaheim, CA, this year and is offering a 1-Day Pass on Sunday, October 13th, 2024, for attendees who cannot make the full Conference program. Pricing for the 1-Day Pass is \$160.00 for the day and entitles the attendee to receive credit for any continuing education they attend, as well as participate in the Welcome Reception that evening.

NOTE: The 1-Day Pass does not give attendees access to the CAPCA discounted Disneyland Resort room reservations and is ONLY valid on Sunday, October 13th, 2024. It cannot be used to attend the Conference on any other date.



**OVER 10 HOURS OF CE & MORE AWAITING APPROVAL!
SUNDAY, OCTOBER 13 - GENERAL SESSION CE**

8:00 - 8:30 AM	Managing Aloe and Agave Mites Dr. Eric Middleton
8:30 - 9:00 AM	Integrated Weed Management in Urban and Suburban Landscapes Chris McDonald
9:00 - 9:30 AM	Identification and Control of Emerging Pests in Urban Landscapes Chris Shogren
9:30 - 10:00 AM	Climate-Resilient Tree Species for California Landscapes Janet Hartin
10:00 - 11:00 AM	BREAK
11:00 - 11:30 AM	A Sustainable Future for Pest Management DPR Executive Staff TBA
11:30 AM - 12:00 PM	CACASA Update Jose Arriaga
12:00 - 1:00 PM	BREAK
1:00 - 1:10 PM	Platform10 Technology and Biological Solutions Dennis Donohue
1:10 - 1:40 PM	Biologicals 101: A Brief Introduction to Agricultural Biological Products Dr. Marie Turner
1:40 - 1:50 PM	PCA Collaboration with Spraying Drone Operator Eylon Sorek
1:50 - 2:00 PM	Real-Time Soil Respiration as a KPI: Quantifying Soil Microbial Response to Practice Changes, Biologic Inputs, and Bio-Fertilizers Charlie Dubbe
2:00 - 2:10 PM	In-season Measurement of Crop Responses Using High Resolution Aerial Imagery Jeremiah Roeth
2:10 - 2:20 PM	Gaining Solid Assessments of the Value to Production of New Biologicals or Technologies Charles McGregor
2:20 - 2:30 PM	Managing Plant Cuticle Health to Improve Marketable Yields Thiago Moraes
2:30 - 2:40 PM	Redesigning the Role of Microorganisms in Agriculture Alfredo Suarez
2:40 - 2:50 PM	Ecorobotix ARA: Ultra-High-Precision Spraying Benefits José Marchetti
2:50 - 3:00 PM	PCAs Who Develop and Adopt New Technologies Will Benefit Their Growers Patrick Dosier

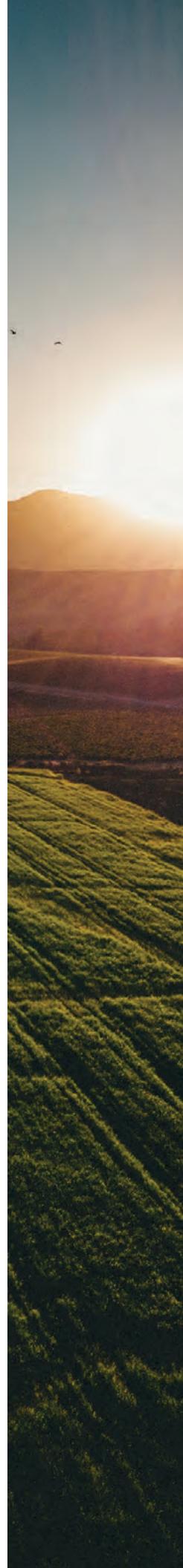
PROGRAM

SUNDAY, OCTOBER 13 - BREAKOUT SESSION CE

9:00 - 9:30 AM	Irrigation and N Management for Pistachios Phoebe Gordon
9:30 - 10:00 AM	Iodine as a Plant Nutrient Katja Hora
10:00 - 10:30 AM	N Removal Coefficient for Vegetable and Berries Andre Biscaro
10:30 - 11:00 AM	Continuous Fertigation: Fundamentals and Agronomic Insights Devin Clarke
11:00 AM - 12:30 PM	BREAK
12:30 - 1:00 PM	Practical Application of SPM in the Citrus Industry Casey Creamer
1:00 - 1:30 PM	Reviving California's Citrus IPM Initiatives Dr. Ivan Milosavljevic
1:30 - 2:00 PM	Citrus Quarantine Pest Update Mel Graham
2:00 - 3:00 PM	BREAK
3:00 - 4:30 PM	How Did We Get Here? A History and Future Perspective on Pesticides in California Anthony LaFauce

MONDAY, OCTOBER 14 - GENERAL SESSION CE

7:30 - 7:40 AM	Welcome and Annual Business Meeting CAPCA Executive Board
7:40 - 8:00 AM	Welcome, Licensing & Hours Housekeeping Jim McClenahan
8:00 - 8:30 AM	Invasive Fruit Fly Update Dr. Jason Leathers
8:30 - 9:00 AM	The Future of Ag Sustainability – The Customer Driver Darrin Monteiro
9:00 - 9:30 AM	CEQA - Yesterday, Today, and Tomorrow. Why Your Job Depends on it Dan Wickham
9:30 - 9:45 AM	BREAK
9:45 - 10:15 AM	Management of Invasive Pests Originating in Southern California John Kabashima



MONDAY, OCTOBER 14 - GENERAL SESSION CE CONT.

10:15 - 10:45 AM	Integrated Weed Management in Urban and Suburban Landscapes Chris McDonald
10:45 - 11:15 AM	Identification and Control of Emerging Pests in Urban Landscapes Chris Shogren
11:15 - 11:45 AM	Climate-Resilient Tree Species for California Landscapes Janet Hartin
11:45 AM	BREAK
1:30 - 2:00 PM	CE Hours Reported Premium Features Will Help CE Sponsors Patrick Dosier
2:00 - 2:30 PM	CCA Only Label Updates
3:15 - 3:45 PM	Invasion of Coprophilous Beetle in California's Nut Crops: Biology, Pest Status, and Management Tools Dr. Jhalendra Rijal
3:45 - 4:15 PM	Mosquito Control Update Laura Krueger
4:15 - 4:45 PM	Turf Weeds Krystal Jenkins
4:45 - 5:15 PM	Digitalization of Label Information and Bringing Agriculture into Modern Times Sarah Hovinga

TUESDAY, OCTOBER 15 - GENERAL SESSION CE

7:35 - 9:15 AM	Label Update
9:30 - 10:00 AM	The Winery Says "No Roundup" – What are Your Options? John Roncoroni
10:00 - 10:30 AM	Managing Plant Invasions in the Face of Environmental Change in California Dr. Justin Valliere
10:30 - 11:00 AM	Soil-Borne and Insect-Vectored Diseases in Processing Tomatoes and Cucurbits Zheng Wang
11:00 - 11:30 AM	Routes of Insecticide Activity in Crops Dr. Jesse M. Richardson
11:30 AM - 12:00 PM	Pest and Disease Research Update – Pistachios Steve Vasquez

**The final program may vary to maximize Continuing Education hours, this is official as of June 30th.*

EXHIBITOR LIST

A4 Promotions	Duarte Nursery, Inc.	Qualitech
Acadian	EarthSol	Quest Products
AEF Global biopesticides	Eco2Mix	Redox Bio-Nutrients
Ag Craft	Enlightened Soil	Reforestation Technologies International
Agrauxine	FarmSense	Rovensa Next
AgroLiquid	FarmX	SAN Agrow
AgroPlantae	FMC	Semios
AgroThrive	Gowan USA, LLC	Sipcam Agro
Albaugh	GroPro	Spectrum Technologies, Inc
Almond Board of California	Grow West	SQM
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Balchem Corporation	JH Biotech	The Mosaic Company
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Bayer Crop Science	Kop Coat Protection Products	Trece
BioSafe Systems	Magna-Bon II, LLC	Trical
BioWorks	Malcolm Media	True Organic Products
Bird Gard	Marion Ag Service, Inc.	UC Statewide IPM Program
Blue Mountain Minerals	MGK	UPL
Blue White	Miller Chemical & Fertilizer, LLC	Valent U.S.A.
California Farm Bureau	Momentive	Verdesian
California Organic Fertilizers, Inc.	Motomco	Vestaron
Certis	Neudorff USA	Vive Crop
Chemurgic Agricultural Chemicals Inc	Nichino	Western Growers Association
Citrus Pest and Disease Prevention	Novasource	Western Region of Certified Crop Advisers
Division	Novonesis	YARA
Corigin	Ocean Organics Corp.	
Corteva	Pacific Biocontrol	
Crop Vitality	Parabug	
CropX	Plant Food Systems	<i>*Exhibitors placed past June 30th will be included in the October issue.</i>
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HONORING PCAS: THE HEART OF CAPCA'S 50TH ANNUAL AGRI-EXPO

The California Association of Pest Control Advisers (CAPCA) is excited to celebrate a significant milestone at our 50th Annual Conference & Agri-Expo in 2024. This landmark event draws over 1,500 PCAs, applicators, and industry stakeholders for invaluable networking, enriching educational opportunities, and unforgettable social experiences.

At the heart of this event are the Pest Control Advisers (PCAs), whose expertise and dedication are crucial to the success of our agricultural industry. By sponsoring this event, you gain significant brand visibility and show your commitment to recognizing and supporting the essential work of PCAs.

SPONSORSHIP OPPORTUNITIES

Co-sponsoring the Monday night "Thank Your PCA Reception" offers a special opportunity to celebrate these unsung heroes. This reception is a highlight of the Expo, providing a relaxed and celebratory atmosphere for sponsors to engage with attendees and show appreciation for PCAs.

SPONSORSHIP LEVELS

- Steward \$2500: Includes logo acknowledgment and the exclusive opportunity to toast PCAs during a brief acknowledgment program.
- Practitioner \$1000: Includes logo acknowledgment in all marketing and signage.
- Scout \$500: Includes acknowledgment as a sponsor in all marketing and signage.

For more details on sponsorship opportunities, please contact us at sales@capca.com. Together, let's make this a celebration to remember.



OUT TO THE BALL GAME: Negotiations Over DPR's Budget

By Taylor Roschen, Legislative & Regulatory Advocate, Kahn, Soares & Conway LLP



A baseball stadium with a perfectly manicured field, like agriculture, can be misinterpreted as prosperity. But beneath this exterior lies a complex web of rules, systems, and finances, similar to your regulatory obligations, discrepancies in science, and economic interests. At the

heart of this legislative season for agriculture was DPR's budget proposal, which as early as January, sparked intense negotiations among stakeholders, the Legislature and the Administration.

This year was a critical juncture for DPR and interested parties. In late 2023, the Administration released the Crowe Study, a report that specified DPR needed to increase their budget to meet their mandates and implement the ambitious goals of sustainable pest management (SPM). After hearing of growing timelines to register products, issue licenses and complete reevaluations, the Legislature approved an audit of DPR's finances set to be released in the late Summer of 2024. The Department approved regulations to implement updates to the certification and training protocols for licensed and certified applicators. DPR was piloting a statewide pesticide use notification system. And the 2024-25 budget year would mark the



What Worked? (and what didn't?)



Now's the time for growers and PCAs to determine the effectiveness of their integrated pest management programs with a year-end assessment. With input costs at a record high, analyzing what worked, and what didn't work, is a good strategy to help maximize your grower's investment for the coming year.

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third year the Administration attempted to increase the mill assessment and regulatory fees. The past two unsuccessful attempts represent a two-year slump. And the State was experiencing a massive budget deficit.

These conditions collided to set the environment for the Administration to make one last try, with all eyes from the Legislature and stakeholders keenly zeroed in on their success and failure.

Regardless, the Administration's first attempt at bat was to "swing for the fences." The Department requested a mill assessment increase from \$0.021 (21) to \$0.0339 (~34 mills) to be set in regulations, rather than adjusted by the Legislature, as well as an increase in licensing and registration fees, which would more than double the Department's growing budget, and provided no commitment to improve service or accountability. That was strike one.

As with most budget proposals, the actual dollars are met with a "trailer bill," passed with little attention from the Legislature and minimal opportunity to be influenced by advocates. But not this year. The Legislature, not liking what they saw, brought in a new pitcher, and responded by introducing a policy bill putting the trailer bill language and all the Department's authority on the table for negotiation.

As CAPCA's representatives, we engaged with the Administration, identifying the components we needed: (1) a lower mill to be set in law, not regulations, (2) timelines for registering new products (a similar structure is in place at the federal level), (3) setting licensing and registration fees in statute rather than allowing DPR to change them through emergency regulations, and (4) more transparency on their processes and how they're planning on spending their ballooning finances. And while the Administration "heard our concerns," we brought these same requests to the Legislature, and were successful in having many of them amended into the policy bill. That was strike two.

As the Department's budget proposal was discussed in the budget committee and the statewide deficit was growing, the Administration announced every department and agency needed to cut 8% of their

budget. DPR's proposal, as substantial as it was, put them in a pickle. And the Legislature denied their budget request, requiring negotiations to continue in the policy bill instead. Three strikes, your trailer bill is out.

In the final hour before July 1st, the start of the fiscal year, the Administration acknowledged the policy bill's existence and began negotiations. And as with all negotiations with opposing parties, compromise usually is found somewhere in the middle.

At the final hour, the deal includes: (1) a lower mill assessment rate of 30 (\$0.030), phased in over four years, untouched by regulations, (2) timelines for registering new products and amending existing ones, (3) a target for completing reevaluations more quickly, (4) a commitment to fund the Environmental Justice Advisory Committee, and (5) a requirement that the Director meets before the Legislature biennially to report on the status of registrations, reevaluations and licensing.

While we were not successful in getting all we wanted, like removing the Department's authority to increase your fees, the infrastructure to support better accountability and transparency is in place. For an Administration accustomed to hitting home runs, we're happy to hold them to a sacrifice fly. And the series isn't over. CAPCA and your representatives will be working in extra innings to make sure your needs are addressed.

CAPCA is advocating on your behalf; it is imperative that they document the type, severity, and frequency of issues with DPR renewals. Your input is highly valuable. Please fill out the following DPR Renewal Issues Tracker: <https://forms.office.com/r/BS35EFxhue> ■





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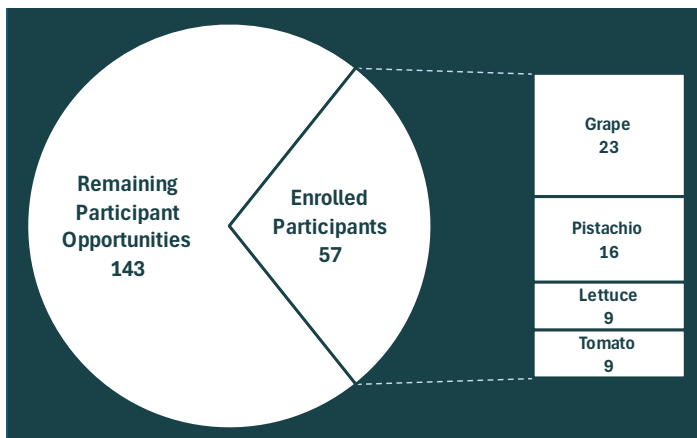
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2024 Study Update

There is still plenty of space for more participants in lettuce and tomato this year.



Initial PCA feedback has been enlightening!

Here are some summarized examples:

- ✓ A field’s history has a major impact on today’s pest management decisions.
- ✓ The neighboring crops, and the neighboring field conditions, carry significant weight.
- ✓ The microclimate of a field is imperative to understand, and this understanding is developed by experience.

Extension into 2025

Despite lower-than-expected initial enrollment, our sponsors at CDFA OPCA are thrilled with the high quality of our study’s data.

The evidence of PCAs’ extensive sustainable practices and holistic decision-making are gaining significant positive attention in Sacramento.

This data confirms what you have always known:

PCAs are California’s SPM stewards.

Our profession doesn't need fixing - it needs support and recognition!

CDFA OPCA is committed to this mission. They seek more data from more PCAs and have agreed to extend the study for another year, aiming to enroll over a hundred more PCAs in 2025.

I will promote the PCA profession and earn \$2,000





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ACTIVE MEMBERSHIP Licensed PCAs must join as Active Members	ASSOCIATE MEMBERSHIP Non-PCAs	STUDENT MEMBERSHIP Must provide proof of full-time student status. May not hold a DPR license.
<input type="checkbox"/> 2024 = \$160.00	<input type="checkbox"/> 2024 = \$45.00	<input type="checkbox"/> 2024 = (no fee)
<input type="checkbox"/> 2025 = \$160.00	<input type="checkbox"/> 2025 = \$45.00	
<input type="checkbox"/> 2023 = \$210.00		

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- I DO NOT WANT \$7.00 OF MY DUES TO GO TO CAPCA PAC** (Political Action Committee).

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| <input type="checkbox"/> Berries | <input type="checkbox"/> Golf/Sports Turf | <input type="checkbox"/> Tree Nuts |
| <input type="checkbox"/> Citrus & Subtropicals | <input type="checkbox"/> Grains | <input type="checkbox"/> Vegetables |
| <input type="checkbox"/> Cotton | <input type="checkbox"/> Grapes | <input type="checkbox"/> Vegetation Mgmt |
| <input type="checkbox"/> Deciduous Fruits | <input type="checkbox"/> Rice | <input type="checkbox"/> Organics |
| | | <input type="checkbox"/> Hemp |

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**The CAPCA PAC Contribution is a voluntary non-tax deductible contribution.

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Check# _____
Amount _____

EMPOWERING ADVOCACY: CAPCA's CAL Program Expands Across California

By Advocacy Committee Co-Chairs Matt Bristow & Gary Silveria

The CAPCA Board of Directors, Advocacy Committee, and our entire team are thrilled about the expansion of our Chapter Advocacy Leadership (CAL) Program! This groundbreaking initiative is all about empowering CAPCA members across California to forge strong relationships with their elected officials.

In 2023, we kicked off the CAL Program pilot in San Diego and Ventura, and the momentum has been incredible, especially now during this exciting election season.

Just recently, our San Diego CAL Chapter Members had the incredible opportunity to meet with Senator Toni G Atkins (SD 39), who is not only a distinguished lawmaker but also a 2026 Gubernatorial candidate. The discussion centered around the vital role of PCAs, the nuances of recommendation writing, and of course, mutual camaraderie. Senator Atkins has shown a deep commitment to understanding California's agricultural landscape, and our interaction was incredibly positive and encouraging.

But that's not all! Our CAL members also engaged in additional encouraging discussions. They met with Senator Catherine Blakespear's (SD-38) staff to discuss crucial pesticide policies and the professionalism of the PCA license. Additionally, the Tulare-Kings Chapter had an energizing meet-and-greet with Alexandra Macedo, a promising candidate for Assembly District 33, in the Tulare Kings region.

In April, we hosted a webinar to introduce the CAL Program and recruit new members. Thanks to this



initiative, we have already expanded the program to over five different chapters! Along with San Diego and Tulare-Kings noted above, we have the Central Coast, Monterey, Fresno, and Desert Valleys Chapters engaged in this grassroots effort to make the PCA known and heard in their local community. As opportunities continue to flourish in these regions, we're counting on our PCAs who understand the significance of building these influential relationships.

If you're as excited as we are about engaging with policymakers and making a real impact in California's agricultural community, don't hesitate to get involved in the CAL Program. Reach out to ruthann@capca.com today to learn more and join us on this exhilarating journey of advocacy and leadership. Together, we can create meaningful change and ensure our voices are heard loud and clear! ■



CHAPTER ADVOCACY

LEADERSHIP PROGRAM

THE PROGRAM



- 01 Building Connections
- 02 Telling Our Story
- 03 Building Credibility
- 04 Utilizing Relationships

Join the CAL Program and help propel the industry's advocacy efforts at the State Capitol. CAPCA staff will arrange meetings in and around your area to bridge connections between PCAs and our elected representatives. This program is designed to help build credibility and utilize those relationships to influence legislative decisions regarding your license.

To join or learn more about the CAL Community, please email Ruthann Anderson: Ruthann@capca.com.

The Endangered Species Act (ESA) Brings A Regulatory Revolution

Part 4: A Look Ahead - How Promoting Biodiversity and Other Environmental Benefits Can Benefit Growers Financially

By Patrick Dosier, Technology and Innovation Director, CAPCA

In this fourth and final segment of the ESA article series, I will indulge in my favorite pastime—dreaming of the way things can be. I will explain how growers will benefit financially from their environmental stewardship efforts and offset the documentation costs they incur for regulators. My purpose in sharing this vision is to spread hope, identify the path toward realizing it, and highlight the pivotal role of the PCA.

First, I need to share some good news...

Update on the US EPA's ESA Workplan:

On April 16th, 2024 (after the deadline for the previous article in this series), the US EPA published an update to the Herbicide Strategy. Here are two key points, summarized in my own words:

1. The US EPA has changed its implementation of the points system. Instead of broadly applying a points-based system to growers for using herbicides, the EPA will now conduct rapid risk assessments on individual pesticides undergoing registration review and apply the necessary environmental mitigations directly on these product labels. This means growers won't need to accumulate points just to use herbicides, but they may encounter new environmental mitigations listed on specific product labels.

2. The US EPA also acknowledged shortcomings in the draft strategy and promised changes in the following areas:

- Expanded mitigation measures, updated with the latest science and technology.
- Reducing the mitigations required when the geography or climate of a location inherently reduces the risk of offsite movement.
- Working with the U.S. Fish and Wildlife Service (FWS) to refine the endangered species maps.

My gratitude goes to Rachel Lattimore from CropLife America (CLA) for bringing my attention to these updates, particularly item 1. Listen to the “Rachel from CLA updates CAPCA on the ESA Workplan” episode of the Advice for the Adviser podcast. You'll hear me receive this news in real time, and perhaps laugh as it takes me a few minutes to grasp it.



<https://capca.com/advice-for-the-adviser-podcast>

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Overall, this update to the ESA Workplan will make it far less costly for you and your growers to comply. It's a big win for our industry and will still protect our endangered species. I am grateful for the diligent work that CLA and similar groups conduct on our behalf at the federal level.

Looking to the Future: Where Growers are Compensated for their Environmental Commodities

One Supply Chain, Differentiated Products

Has your power utility tried to sell you renewable energy? If you considered the proposition, you probably asked, "How are they going to ensure that the electrons I am using are coming from the wind farm or solar farm?" The answer is that they won't. There is only one grid, so utilities account for your premium fees and use them to pay for renewable energy's premium price. Then they deliver any old electron to your home.

This is where organic agriculture got it wrong; for a consumer to receive their perceived environmental benefits from organic produce, they need a separate supply chain. This is economically inefficient and therefore not sustainable.

Now, compare organic produce to hypothetical "biodiversity-promoting" produce. Consumers who buy organic for environmental benefits may also pay a premium for more specific benefits like biodiversity. Agriculture can serve this demand at a lower cost compared to organic, with premiums going directly to the grower. A market for environmental commodities can make this possible.

Much like a renewable energy producer doesn't sell electrons directly to consumers but can still demand a market premium, growers can benefit similarly. Here's how it could work:

1. An almond grower implements mitigations to protect pollinators. They document this for regulatory purposes and for the environmental markets.
2. The grower sells the almonds at market price, let's say \$2.00/lb.
3. A third party issues the grower "biodiversity" credits based on documented practices, tied to the almond commodity. If the grower produced 100

tons of almonds, they receive 100 tons of "almond biodiversity" credits.

4. The grower lists their credits for \$700/ton on environmental markets.
5. Big Grocer Inc. buys 1,000 tons of almonds for \$2.00/lb and also purchases "almond biodiversity" credits for \$700/ton. They market these almonds as "pollinator promoting."
6. Big Grocer Inc.'s total cost for almonds and biodiversity credits is \$2.35/lb. They can market these almonds as environmentally beneficial without setting up a separate supply chain or implementing their own environmental standards.

This example simplifies the concept, showing potential benefits for growers, consumers, and the environment.

Environmental Markets: A New Paradigm

Growers will see which environmental commodities are in demand, such as biodiversity, water efficiency, labor relations, soil health, pesticide reductions, carbon



sequestration, and more. This additional income stream can hedge against price volatility of the underlying commodity. As trade volume increases, derivative markets may even emerge.

If environmental markets signal low value for a commodity, regulators must subsidize the desired mitigation to avoid being labeled as “job killers.” The government can instantly stimulate environmental markets by buying and retiring the desired environmental commodities.

Despite criticisms of carbon markets, agriculture’s environmental benefits are more tangible and credible, making them more relatable to consumers. We have the advantage!

This article aims to persuade you about the benefits of this concept. While not perfect, it highlights a way for capital markets, capitalism, and innovation to support the economic foundation of environmental benefits produced by growers. Please keep an open mind and consider the potential.

What Would This Mean for a PCA?

PCAs will play a key role in this system, tasked with environmental documentation and implementation of mitigations. They will be a grower’s go-to consultant on the best path toward issuing credits and will advise growers on the cost-benefit of specific environmental commodities.

An important distinction is that these environmental commodities will only be valuable if they are credible. The market will collapse if systemic gaming and cheating are perceived by consumers. PCAs will be integral to maintaining a market’s credibility and will need to provide input on how environmental commodities are defined and issued.

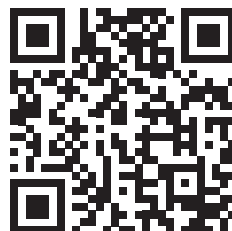
This Is the Final ESA Article for Now

This is the fourth and final article in this series. The US EPA’s ESA Workplan is complex, and I hope to have clarified it for you. To hear from an expert, listen to the “Rachel from CLA updates CAPCA on the ESA Workplan” episode of the Advice for the Adviser podcast.

As the ESA Workplan evolves, stay informed by visiting the EPA’s website.



Finally, I want your feedback on this article series and what type of information you want next. Please take this 2-minute survey! ■



THREE NEW EPISODES FOR YOU

NEW ADVICE FOR THE ADVISER PODCASTS OUT NOW!

We're thrilled to unveil our latest episodes of the Advice for the Adviser podcast featuring industry leaders Daniel Hartwig, President and CEO of California Fresh Fruit Association; Natalie Collins, President of the California Association of Winegrape Growers; and Casey Creamer, President and CEO of California Citrus Mutual!

Join us for insightful discussions on the agricultural industry's challenges and innovations, sustainable pest management strategies, and crucial water insights. Whether you're a seasoned PCA or eager to delve into these crops, you're guaranteed to gain a wealth of knowledge!

Tune in now on your preferred podcast platform.



Daniel Hartwig
California Fresh Fruit Association



Natalie Collins
California Association of Winegrape Growers



Casey Creamer
California Citrus Mutual

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Featured Article

State Budget Provides Long-Term, Stable and Sustainable Funding for California Department of Pesticide Regulation

By Department of Pesticide Regulation Staff

Governor Newsom's 2024-2025 budget, originally introduced in January 2024, included a proposal to provide stable, sustainable funding for DPR programs and support the accelerated statewide transition to sustainable pest management (SPM), including the development of pest management alternatives.

In June 2024, the Governor and the Legislature negotiated a final State Budget for the 2024-2025 fiscal year which will provide DPR with 117.4 positions and \$34 million to support long-term, stable and sustainable funding for DPR. This includes support for DPR's essential work and core functions, including streamlining processes and support for alternatives, strengthening statewide services and enforcement, and providing critical support for local partners, communities, and stakeholders. This funding advances the department's mission to protect human health and the environment by regulating pesticides and fostering sustainable pest management.

The department's core functions, supported by the budget, include:

- Registering all pesticides before sale/use in California
- Conducting pre- and post-registration scientific evaluations of pesticides to assess and mitigate human health and environmental risks
- Enforcing pesticide use laws and regulations in coordination with 56 County Agriculture Commissioners (CACs) and their 500 field inspectors
- Supporting the development and adoption of reduced risk pest management, including through Integrated Pest Management (IPM) grants and outreach and education

- Promoting worker health and safety through pesticide safety outreach, education and training, and continuously evaluating and mitigating workplace safety measures
- Administrative support for the department's programs, and,
- Embedding and exercising a commitment to equity and environmental justice across the department's programs.

In addition to advancing this work, the funding will support key outcomes, including:

- Initiating timely processing of pesticide product registration reviews and evaluations.
- Increasing the reevaluation and mitigation of pesticides to protect people and the environment from pesticide risks and impacts.
- Expanding grant programs to fund larger proposals to develop alternatives and expand the adoption of safer, sustainable pest management.
- Strengthening pesticide use compliance and strengthening enforcement, including increasing the statute of limitations for pesticide use violations.
- Improving transparent and equitable access to information through additional community and stakeholder engagement and public reporting on departmental processes.

The budget will be funded by increases to the mill assessment, pesticide registration fees, and licensing fees.

Mill Fee

The Governor's Budget includes a flat-fee, four-year, phased-in increase to the mill assessment.

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Photo credit: Toby Hudson (Wikimedia Commons)



Approximately 80% of DPR's funding comes from the mill assessment, which is a fee paid by pesticide retailers, manufacturers, or wholesalers when a pesticide is first sold into or within California.

Prior to the 2024-25 budget bill, the mill had been fixed statutorily for 20 years and did not adequately support the Department's statutory and programmatic responsibilities. As a result, the department has been operating with a structural imbalance since 2013, and it was determined to be at risk for insolvency within the 2024-2025 fiscal year.

The 2024-25 budget bill's increase in the mill fee, an increase from \$0.21 to \$0.30 phased in over four years (\$0.245 in 2024, \$0.27 in 2025, \$0.29 in 2026, and \$0.30 in 2027), was informed by the workload analysis and recommendations provided by the independent, legislatively funded Crowe Study. The study included participation and input from stakeholders and partners including the California Association of Pest Control Advisors and provided recommendations to the Administration and the Legislature on DPR's funding needs and stakeholder priorities.

Registration and Licensing Fees

Pesticide registration fees and licensing fees comprise 18% of DPR's funding and are used to support the registration and licensing programs within DPR.

State law requires the director of DPR to set fees for registration and licensing programs that support the cost of these programs.

Licensing Fees

DPR's licensing program is responsible for examining and licensing the over 25,000 qualified pesticide applicators, businesses, and pest control advisers in the state, to ensure they have the knowledge and ability to use pesticides safely and effectively.

Current licensing and certification fees were set in 2004 are no longer sufficient to support the work of the licensing and certification program. As a result, licensing application, exam, and renewal fees must be increased to cover the program's costs. DPR released a proposed increase to its licensing fees before an informational webinar was held on May 2, 2024. The webinar included details on the proposed increases, funding needs and changes planned for renewal cycles to support licensees across the state.

The department anticipates raising fees to meet the final enacted 2024-25 state budget this fall in advance of the 2025 renewal cycle.

Funded Legislation

The Governor's May Revise Budget included additional funding for legislation signed into law last year. This includes approved funding for AB 1016 (Jones-Sawyer), Chapter 354, Statutes of 2023, authorizing DPR to adopt regulations establishing a Private Unmanned Pest Control Aircraft Certification.

The May Revise Budget also included funding for AB 652 (Lee), Chapter 662, Statutes of 2023, requiring DPR to establish and convene an Environmental Justice Advisory Committee by January 1, 2026.

Funding for these legislative priorities has been approved by the Legislature.

Coming Soon: CalPEST!

The Governor's Proposed 2024-25 January Budget includes the final funding to support the launch of CalPEST (California Pesticide Electronic Submission Tracking).

CalPEST is a web-based workload management system that will centralize and modernize DPR registration activities and move it from a paper-based, sequential review system to an electronic format allowing for concurrent review by multiple scientific stations at the same time. CalPEST will improve access to information by revamping search functionalities for pesticide products, chemicals, and scientific studies. CalPEST is currently scheduled to launch in Fall 2024.

For more on CalPEST, and for updates on the system, see DPR's website: California Pesticide Electronic Submission Tracking (CalPEST).

Next Steps

DPR is looking forward to continuing to work with CAPCA, with PCAs and with all stakeholders to increase transparency and accountability into DPR's work to advance its mission in California. ■

Editor's Note: Please see the article from CAPCA Lobbyist Taylor Roschen to learn more about the negotiations behind the scenes.

VISIT THE NEW DPR RENEWAL HUB

DPR LICENSING RENEWALS ARE NOW OPEN!

Don't have your license renewal delayed! Discover the ultimate resource for all your DPR licensing renewal needs at the DPR Renewal Hub!

DPR has changed the renewal process and is planning to raise their fees soon. Stay informed with the most accurate and up-to-date information.

CHECK OUT THE NEW RENEWAL SUMMARY

- DPR CE tracking you can trust
- Get ahead of the 240% license fee price increase
- New CE Renewal Summary
- Frequently Asked Questions (FAQs)



DPR Electronic Mailing List Subscriptions

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- Environmental Justice
- Grants
- Integrated Pest Management (IPM)
- Licensing
- News
- Pest Management
- Pesticide Registration & Evaluation
- Pesticide Use Reports
- Regulatory Notices
- Statewide Notification System
- Human Health Mitigation
- Rulemaking
- Pesticide Safety

IR-4: Paving the Road for Integrated Pest Management Solutions

By Dr. Kari Arnold, Associate Director and Regional Field Coordinator for the Western Region IR-4 Project

For 61 years, The IR-4 Project has continued to serve the specialty crop industry by increasing pest management solutions for growers while securing healthy food for safe consumption.

IR-4 specialty crops include fruits, nuts, herbs and vegetables recommended for a healthy diet, as well as flowers, trees and shrubs that enhance our environment. It's no mystery in today's world consumers demand high-quality produce and plants. Managing harmful insects, weeds and diseases are difficult tasks for today's growers given current pest populations, exotic and invasive species, resistance management, regulatory restrictions, residue mitigation, organic food production and many other challenges. Access to Integrated Pest Management (IPM) tools are essential for food security and human health.

What Does IR-4 Do?

The mission of IR-4 is to facilitate regulatory approval of sustainable pest management technology for specialty crops and specialty uses to promote well-being. The label is the law, and IR-4 works in label expansion for the safe, legal and effective use of biological and conventional pesticides. On a national level, IR-4 works with producers, growers, stakeholders, academics, and extension agents to identify pest management needs and potential solutions.

Using its unique ability to partner with government, academia, industry and agriculture, IR-4 develops required data to support the registration of pest management products by conducting necessary crop safety, efficacy, and residue research. This data is then submitted to the U.S. Environmental Protection Agency (EPA) and other entities like the California Department of Pesticide Regulation (CDPR) for the



registration and approval of requested uses. IR-4 also supports the international harmonization of pesticide residue standards. This enables U.S. specialty crop growers to have access to international markets where American-grown fruits and vegetables are in demand and considered the highest quality. Proof of IR-4's commitment and service to producers is unsurpassed; the Project's research efforts have yielded over 23,000 use registrations since its inception in 1963.

IR-4 Evolves to Serve Producers and Consumers of the Future

IR-4 is constantly evolving to meet the needs of producers and consumers by providing tools for Integrated Pest Management and collaborating in global

harmonization of residue levels. The Integrated Solutions Program focuses on research areas including pest problems without solutions, resistance management, residue mitigation and organic food production. The Biopesticide Regulatory Support Program furthers the development and registration of biopesticides by providing regulatory assistance to public sector scientists and small businesses navigating the EPA registration process. The Environmental Horticulture Program focuses on invasive species and pollinator protection. International efforts include harmonizing crop groups and maximum residue levels to reduce trade barriers for US producers.

What has IR-4 done?

2023 was a record year for IR-4 accomplishments, please see the list below:

FOOD USE PROGRAM

Successes

- IR-4 developed data resulting in 211 new tolerances for 18 active ingredients, established by U.S. Environmental Protection Agency (EPA) resulting in 1613 potential new product uses on food crops.

Regulatory Actions

- 12 tolerance petitions were submitted to EPA and 2 Final Reports were provided to the registrant for Label Expansion or Conditional Registration. These covered 92 unique requests for assistance and crop group tolerance updates.

IR-4 Research

- 384 residue trials contributing to 52 Magnitude of the Residue studies
- 143 efficacy/crop safety trials contributing to 65 Product Performance projects
- 72 field trials contributing to 35 Integrated Solutions projects

ENVIRONMENTAL HORTICULTURE PROGRAM

Successes

- BotryStop was registered in California, contributing to 500 new crop uses.

Regulatory Actions

- 22 research summaries were written to support new or update existing registrations.

Research

- 657 field and greenhouse trials (275 efficacy, 379 crop safety) that contributed to 57 projects



INTERNATIONAL ACTIVITIES

- Technical leadership and project collaboration with the Minor Use Foundation
- Capacity building on biopesticide regulations and Good Laboratory Practices
- Assisted with a new international database
- Advised development of an import MRL program promoting export of U.S. commodities to Southeast Asia
- Hosted four USDA FAS Borlaug Fellows for training. Find the full Annual Report at ir4project.org

What does IR-4 stand for, and where did it come from?

IR-4 stands for Interregional Research Project #4, a bit of a mouthful, but a relic of its past. Label expansion can be quite cost prohibitive, with registration fees today reaching the 6 and 7 figure level at times. Prior to 1950, pest control options like those registered in large acreage crops (wheat, corn, soybean, etc.) were not available to specialty crop growers due to these costs. Furthermore, minor use patterns on major crops left a deficit to grower needs as well. This dilemma was coined the “Minor Use Problem.” In the late 1950s, State Agricultural Experiment Station (SAES) Directors, university extension agents, and the United States Department of Agriculture (USDA) recognized the need to develop processes for registering pesticides for use on specialty

crops and minor uses on major crops. As a result, in 1964, an Interregional Research Project Number 4 titled: *Evaluation of Current Data and Needed Research to Determine Tolerance Limits of Chemicals for Minor Uses on Agricultural Products* was created. I'm not sure what IR-1, -2, or -3 were, but IR-4 was born. Now if registrants go through IR-4, registration fees are waived and the necessary research is funded, provided the request comes from the public (growers, academics) and the use fits into an Integrated Pest Management strategy.

Today, the IR-4 Project operates as a unique partnership between the USDA, the National Institute of Food and Agriculture (NIFA), and the Agricultural Research Service (ARS), the State Agricultural Experiment Stations (SAES), the EPA, the plant protection materials industry, commodity groups, and growers. In recent years, additional partnerships formed with USDA-Foreign Agricultural Service (FAS) supporting international specialty crop export activities, Animal Plant Health Inspection Service (APHIS) working on selected invasive species, the Department of Defense's Deployed Warfighter Protection Program (DWFP) providing regulatory support for public health pesticides, and the California Department of Food and Agriculture.

Funding

IR-4 began with an initial investment of \$25,000 from the SAES in 1963. USDA-NIFA now supports the program to a far greater level, due to the changing needs of producers and the ever-growing cost of doing research. The Western Region of IR-4 is also co-supported by the CDFR for California trials and California-related needs. Furthermore, the IR-4 Project receives in-kind contributions from SAES, the US EPA, the crop protection industry, Canada and commodity associations.

Where is IR-4 Located?

Headquartered at NC State University, IR-4 has regional facilities at the University of Florida, University of Maryland Eastern Shore, Michigan State University, and the University of California at Davis. There are also liaisons in every state working with local growers to identify safe and effective solutions for pest management. IR-4 research takes place at many land grant universities and USDA-Agriculture Research Service facilities across the country.

How to get involved:

Please contact your regional office if you feel there is a need to be met regarding the registration of new uses and use patterns. To identify your region, please see Figure 1. Regional office contact information can be found in Table 2.

Figure 1. IR-4 Regions

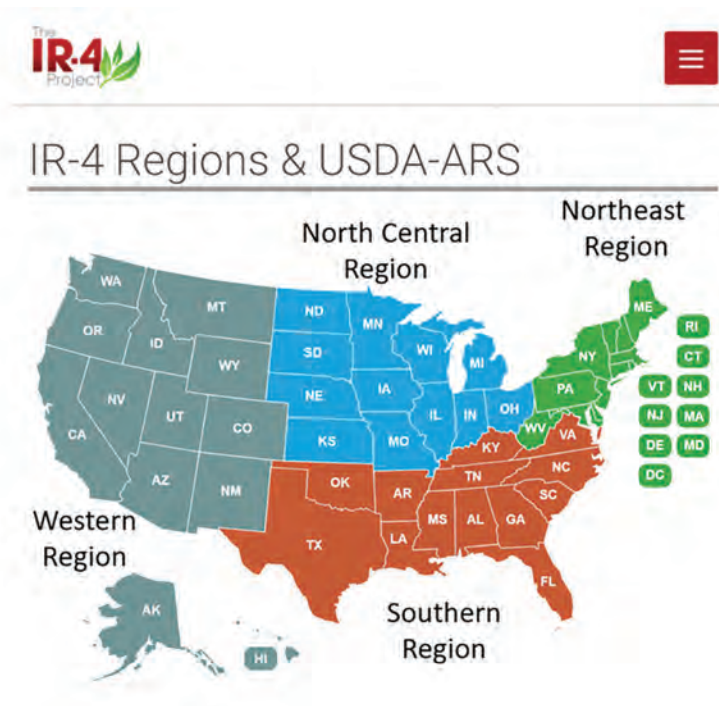


TABLE 2.			
IR-4 Regional Office	Name	Phone Number	Email
Western Region	Kari Arnold	(530) 574-9181	klarnold@ucdavis.edu
North Central Region	Nicole Soldan	(517) 712-8441	schroe65@msu.edu
Southern Region	Kristen Searer-Jones	(352) 294-3979	k.searerjones@ufl.edu
Northeast Region	Marylee Ross	(410) 742-8788 ext. 310	mross@umd.edu

WE ALSO HOST SEVERAL REGIONAL/NATIONAL EVENTS OPEN TO GROWERS/PRODUCERS/STAKEHOLDERS:

- Priority Setting Calls, via zoom, contact Regional Office for dates/time.
 - Discuss current and past submissions to IR-4 and develop priorities.
- Industry Technology Session, via Zoom.
 - Industry representatives discuss various upcoming technologies for pest management.
- Food Use Workshop, hybrid.
 - Determine research priorities for the upcoming year.

For more information, visit our website, ir4project.org and sign up for our newsletter at: <https://www.ir4project.org/about-ir4/news/registration-form/>

Tired of Reading? Check out our 60 Years of IR-4 video, and feel free to share with your contacts: <https://www.youtube.com/watch?v=9P42Gc5dHws> ■

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Spotted Lanternfly: The Need to Remain Vigilant

By Cindy R. Kron, North Coast IPM Advisor,
University of California Statewide IPM Program and Cooperative Extension

On March 27, 2024, a flatbed truck carrying a metal art structure originating in New York and headed to Petaluma, California was stopped at the California Department of Food and Agriculture (CDFA) Agricultural Inspection Station in Truckee, due to live spotted lanternfly (SLF) egg masses being present on the structure. Entry of the structure was denied, and the truck reported to the Nevada Department of Agriculture for inspection and treatment for SLF eggs on April 2nd, 2024. Approximately 30 egg masses were removed and destroyed. The structure was power washed with soap and water and cleared to enter California with instructions to not offload the structure at the destination until inspected and released by the Sonoma County Department of Agriculture/Weights & Measures. Upon arrival for inspection, the Sonoma County agricultural inspector found the structure already offloaded from the truck and during an in-depth inspection of the structure, three more SLF egg masses were discovered. Additional inspectors were called in, and with the help of operators and equipment at the destination site, the agricultural inspectors were able to inspect all surface areas and ensure the structure was free of SLF egg masses. To put this into perspective, spotted lanternfly egg masses contain 30 to 50 eggs each, meaning that this structure had between 990 to 1,650 live SLF eggs arriving about one month prior to expected hatching and emergence of the immature life stages.

In July of 2021, the CDFA established a quarantine to prohibit the introduction of the spotted lanternfly into California (Release #21-077). The quarantine prohibits the entry into California of SLF, its host plants and plant parts (including firewood), shipping containers,



FIG. 1. Side view of the adult spotted lanternfly (SLF). Credit: Lawrence Barringer, PA Dept. of Agriculture, Bugwood.org. Licensed under CC 3.0.

and a variety of articles, including outdoor household articles and conveyances (cars, boats, trailers, tractors, etc.) originating from any area where an SLF infestation exists without a certificate of treatment issued by an authorized state agricultural official, appropriate permit, phytosanitary certificate, compliance agreement, or checklist for individuals moving from a SLF-infested area into California. From 2022 to the present, there have been 48 interceptions of SLF entering California with 38 of these finds on aircraft during airport inspections. Spotted lanternfly eggs have been intercepted on firewood, metal plates for construction, military equipment, and incoming nursery shipments.

Invasive species can cause high levels of economic damage when introduced into new environments

that lack the predators that normally suppress their population in their native environments. International and national travel and commerce are ideal avenues for the introduction of exotic pests into the United States and California. Therefore, the identification and early detection of exotic pests are key to preventing their establishment in California. Everyone, including PCAs, growers, field workers, home gardeners, etc. can play an important role in keeping exotic pests out of California by being the eyes and ears needed for early detection of the next exotic pest.

The spotted lanternfly (*Lycorma delicatula*) is an invasive insect pest that was first detected in Pennsylvania in 2014 (Fig. 1). It was later found in New York and Delaware in 2017 and New Jersey, Maryland, and Virginia in 2018. Infestations have since been documented in 18 states, including Connecticut, Illinois, Iowa, Indiana, Kentucky, Massachusetts, Michigan, North Carolina, Ohio, Rhode Island, Tennessee, and West Virginia (email correspondence with Brian Eshenaur, Cornell University).

SLF is a sizable planthopper (about 1 inch long and about 0.5 inch wide) that originates from northern China and is also found in Vietnam, Japan, and South Korea. This planthopper has a wide host range consisting of 70+ plant species with at least 40 of the known hosts occurring in North America. SLF has caused economic damage to grapevines, along with feeding on fruit trees (apple, cherry, stone fruits), hops, and woody

ornamentals. Its preferred host is the invasive tree of heaven (*Ailanthus altissima*). SLF has piercing-sucking mouthparts and produces large quantities of honeydew that acts as a substrate for the growth of sooty molds. In addition to being an agricultural pest, SLF may also be a nuisance pest in urban areas due to their aggregation behavior.

In Pennsylvania, the spotted lanternfly has one generation per year. Nymphs emerge starting in May and go through four immature stages. Adults emerge by late July. SLF overwinter as eggs, which are laid from September to November on smooth tree surfaces and inanimate objects such as telephone poles, stones, pallets, outdoor equipment, firewood, railway cars, vehicles, etc. Spotted lanternfly's behavior of laying eggs on non-plant items contributes to their wide dispersal ability and likelihood of unintentional introduction into new areas.

Each female produces one to two egg masses of 30 to 50 eggs each. Seed-like eggs are laid in multiple successive rows and covered with a yellowish-brown waxy deposit (Fig. 2). The first three immature stages are black with white spots and lack wings. The fourth immature stage is red and black with white spots and small wing pads (Fig. 3).

Adults have a stout yellow abdomen with incomplete black bands (Fig. 4) and two sets of wings: the forewings and the hindwings. The forewings are a tannish-

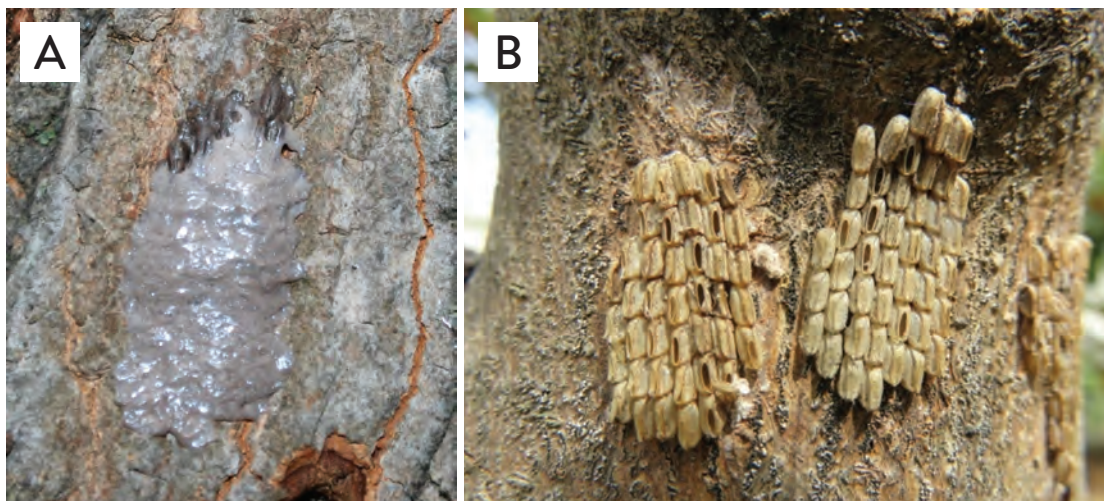


FIG. 2. A) Spotted lanternfly eggs covered with waxy deposit. B) Seed-like eggs with holes where spotted lanternfly nymphs have emerged. Credit: A) PA Dept. of Agriculture, Bugwood.org (left) and B) Kenneth R. Law, USDA APHIS PPQ, Bugwood.org (right). Licensed under CC 3.0.

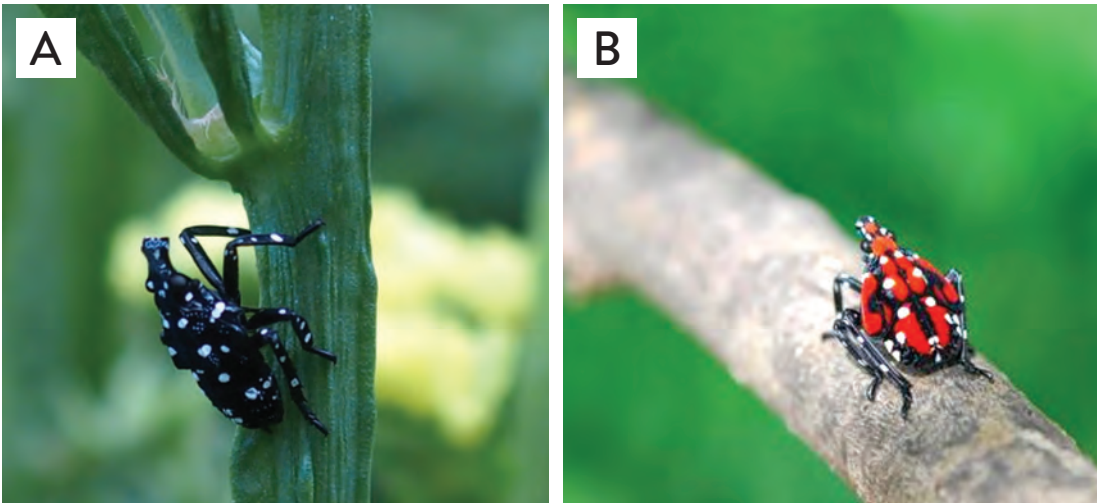


FIG. 3. A) The first three immature stages are black with white spots. B) The fourth immature stage is red and black with white spots. Credit: A) Emelie Swackhamer, Penn State Univ., Bugwood.org (left) and B) Lawrence Barringer, PA Dept. of Agriculture, Bugwood.org (right). Licensed under CC 3.0.

cream color with black spots changing to small black rectangles toward the tips. The hindwings are primarily black and red, with black spots appearing in the red portions. The hindwings are not noticeable when at rest. Adults tend to hop when moving instead of flying.

The arrival and establishment of SLF in California would negatively impact a range of high value commodity crops by increasing production costs, lowering tree/vine health and productivity, the impacts of sooty mold on marketability, etc. The establishment of SLF would also impact the ability for growers to sell commodities, such as table grapes, for export to countries that do not have SLF, potentially resulting in a notable impact on international trade. To proactively respond to such a possibility, the CDFA has funded researchers at UC Berkeley and UC Riverside to test biological control agents of the SLF. The Proactive IPM Solutions grant program funds research to identify and test IPM strategies for anticipated invasive species to rapidly implement management options if SLF were to be discovered in California. In addition, research universities and government agencies on the East Coast, where SLF is currently present, have been conducting research for 10+ years that will contribute to the development of IPM plans for control of SLF.



FIG. 4. Adult spotted lanternfly with wings spread. Credit: Richard Gardner, Bugwood.org. Licensed under CC 3.0.

If you suspect you have found SLF, it is important to report your sighting to your local county Agricultural Commissioner’s office right away. Document the exact location of the finding and either collect the insect in a sealable container to be delivered to the office or take clear photographs of the suspected SLF. Nymphs cannot fly and adults do not readily fly away when approached so both can be easily collected. Early detection is key for preventing the establishment of this species. Californians need to remain vigilant, and together we can all play a role in keeping the spotted lanternfly out of California. ■

A NEW SPACE TECHNOLOGY THAT REDUCES ABIOTIC STRESS AND OPTIMIZES YIELD HOW GROWING FOOD IN SPACE IS BENEFITING AMERICAN FARMERS

Thanks to the moon landing in 1969, the 1970s was a decade of rapid growth and scientific discovery on how to sustain life in space. What do humans need to survive in space? Food. As a result, scientists from around the world were tasked to discover an efficient process to grow nutrient-dense food in space.

It was through the effort to grow food in space that Dr. Igor Taganov, a widely published and multi-disciplinary scientist – a biologist, mathematician, and astro-physician – invented UBPTM Technology, a Universal Biological Product (UBP) that allows plants to grow and flourish under the harsh conditions in space. Unfortunately, the international space program shut down in the 1990s but Taganov simply pivoted and started sharing his technology with agriculturists throughout Europe.

UBPTM Technology, available to California growers as Illustria™, manufactured by Pro Farm Group, is a proprietary organic molecular substrate comprised of 16 vital and essential macro and micro-nutrients that are bound in a complex carbon-based process. The scientifically proven, patented nutrient technology enhances conditions for nutrient uptake, resulting in a plant that can manage abiotic stress, such as herbicide damage and drought. The result is a crop empowered to produce greater yield and improved quality.

“California strawberry growers testing the product have been very pleased with the results, witnessing as much as a 30% increase in yield, and have taken to using it on other crops in their rotation,” commented Seth Little, Product Manager for Pro Farm Group. “Growers have noticed increased root growth and plant health, when compared to the grower standard treatment. They also saw better berry uniformity.”



Replicated trial in Indiana on RR corn planted by mistake. Liberty® was sprayed with Illustria™ at 4 leaf stage, growing point below ground.

Illustria, recently approved for use in California, is available to strawberry, grape, tree nut, leafy greens, fruiting vegetables, stone fruit, and corn growers, among others. The proprietary nutritional product is easy to use, often applied with an herbicide treatment or with fertigation at 16 fl. oz./A for most crops. Illustria is highly compatible as a tank-mix partner in foliar, irrigation, and in-furrow applications. It is important to note that Illustria should not be mixed with high phosphorus or high sulfur products.

CALIFORNIA STRAWBERRY GROWER TRIAL



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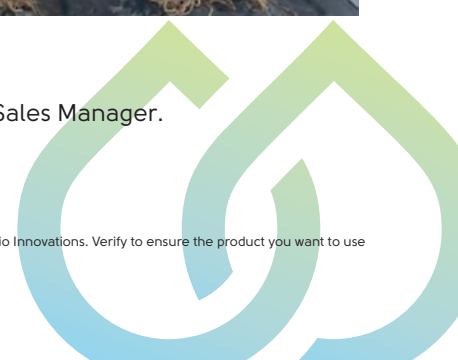


Illustria gives you the freedom to utilize an effective weed control program without the worry of crop injury, and the visual difference is quite apparent when compared to a grower standard. ”

– Seth Little, Product Manager for Pro Farm Group



To learn more about Illustria and the benefits it can bring to your growing operation, visit www.ProFarmGroup.com/products/Illustria or reach out to your local Pro Farm Group Territory Sales Manager.



Featured Article

CACASA Welcomes Juan Hidalgo of Monterey County as President

CACASA is pleased to announce Juan Hidalgo of Monterey County as its new President for 2024-25. Hidalgo brings over twenty years of experience with the Agricultural Commissioner's office and holds a bachelor's degree in animal science from the University of California, Davis. His career began as a Poultry Production Supervisor at Foster Farms after graduating from UC Davis. He later joined the Marin County Agricultural Commissioner's Office as an Agricultural Assistant, where he conducted nursery inspections and managed tasks related to the organic program. Hidalgo then spent eighteen years at the Santa Cruz Agricultural Commissioner's Office, progressing from Agricultural Inspector to Deputy Agricultural Commissioner and eventually serving as Agricultural Commissioner for seven years. He has been the Monterey County Agricultural Commissioner for nearly a year and a half.

Monterey County, known for its diverse agriculture (strawberries, leafy greens, broccoli, cauliflower, winegrapes, celery, and Brussels sprouts), faces challenges such as unpredictable weather patterns that have intensified in recent years, affecting crop production and community stability. Hidalgo emphasizes the impact of severe winter storms and prolonged droughts on agriculture, leading to increased pest and disease pressures.

In his current role, Hidalgo oversees programs safeguarding agriculture and communities in Monterey County. These include pesticide safety, pest exclusion measures, pest detection efforts, and promoting fairness in the marketplace. He acknowledges the support of his administrative staff in managing the daily challenges.

Hidalgo highlights the importance of the Land Use Program, which advises on agricultural land issues and collaborates with the Agricultural Advisory Committee on land use recommendations to the County Board



of Supervisors. He stresses the significance of communication with industry stakeholders like CAPCA and PCAs to ensure effective regulation and support for growers. "I really appreciate being able to reach out to CAPCA, our industry, and local PCAs if there are new updates to share and the other way around is also true. All of these stakeholders can always reach out to us, and they do if there are questions about our programs or new regulatory requirements," said Hidalgo.

As President of CACASA, Hidalgo finds fulfillment in applying his expertise to benefit growers and communities in Monterey County. Despite ongoing challenges, he remains committed to serving the agricultural community with dedication and resilience. His appointment signifies a pivotal moment in his career, dedicated to fostering resilience and prosperity for growers and stakeholders across California, upholding the integrity of agricultural practices while navigating challenges and ensuring sustainable growth for the

industry. Hidalgo said, “It brings me great joy and pride to serve the growers and communities in the county I reside in, and to be able to apply my knowledge and skills to support the work of CACASA.”

Hidalgo explained that his appointment as President of CACASA marks a pivotal moment in his career dedicated to serving Monterey County’s agricultural community. With his wealth of experience and commitment to addressing pressing agricultural issues, Hidalgo looks forward to leading CACASA in fostering resilience and prosperity for growers and stakeholders across California. His leadership promises to uphold the integrity of agricultural practices while navigating challenges and ensuring sustainable growth for the industry. ■



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2024 CE Courses + Bundles

ONLINE CE

PCA 101 – \$20

1.0 DPR hours (1.0 Other)

2023 Conference Presentations from:

- Recommendations in Agriculture: A Team Effort, by Anthony Duttler
- Drift Mitigation and Accountability, by Paul Squires

2024 REGULATORY UPDATES – \$60

3.0 DPR hours (2.0 Laws, 1.0 Other)

2023 Conference Presentations:

- CACASA & BeeWhere Update, by Ruben Arroyo
- Navigating California's Regulatory Landscape with Innovative Technology, by Erik Nijskens
- EPA's ESA Workplan, by Rachel G. Lattimore
- Neonic Regulation Update & CDPR Licensing Update, by Josh Ogawa

PEST, DISEASE, & INNOVATION – \$80

4.0 DPR hours (0.5 Laws, 3.5 Other)

2023 Conference Presentations:

- Development and Application of an In-Field Optical Biosensor for Early Detection of Plant Diseases, by Dr. Perry Edwards
- The Imperative Need for Bio-Solutions and Novel Technology in Conventional Systems, by Drew Wolter
- Harnessing Aerodynamics through Technology in Aerial Application, by Doug Thiel & Dan Gudgel
- Pest Management, Water Quality, and the Future of Rice, by Tim Johnson
- Managing Pests and Diseases in Pistachios: Current Technology and Works in Progress by Dr. Bob Klein
- Managing Insecticide Resistance in Spotted Wing Drosophila Using Integrated Approach, by Dr. Jhalendra Rijal
- Managing Herbicide Resistant Chickweed in Small Grains, by Nicholas Clark
- Beet Curly Top Virus Control Program, by Kendra Tapia

TECHNOLOGY ROUNDTABLE – \$37.⁵⁰

2.5 DPR hours (2.5 Other)

2023 Conference Roundtable Presentation:

- Joan Vernon, TelusAg
- Justin Kerr, Factor IV Solutions
- Greg Guyette, Insero
- Josh Minor, John Deere

Moderator: Paul Crout



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2025 Media Kit Coming Soon!

We are thrilled to announce the upcoming release of our 2025 Media Kit, designed to cater to all your advertising needs. Over the years, CAPCA has meticulously curated a comprehensive Media Kit featuring diverse opportunities to engage PCAs at every level.

In the past year, we successfully introduced digital advertising options through our Monthly Newsletter and revamped the CAPCA.com website. These opportunities were highly popular among our Sustaining Members, sponsors, and advertisers. Building on this success, we are expanding our digital footprint to further enhance your brand's visibility among PCAs.

We are introducing advanced analytical tracking for all digital advertising initiatives. At CAPCA, we are

committed to ensuring that you comprehend the reach and potential impact of your advertising efforts, so we will provide monthly follow-ups to our advertisers, offering transparency and facilitating your success.

Following, we are delighted to unveil an exciting new sponsorship opportunity through our podcast, *Advice for the Adviser*, which has achieved significant reach and acclaim throughout 2024. We have received numerous requests to advertise, and after successful pilot opportunities, we are introducing four new ways to integrate your brand and voice into *Advice for the Adviser*.

The 2025 Media Kit will be released on August 1, 2024. For any inquiries or to reserve your advertising space, please contact us at sales@capca.com. ■

Unlock Exclusive Opportunities with CAPCA's 2025 Sustaining Membership



Renew in September to Stay at the Forefront of Agriculture
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RUTHANN ANDERSON
CEO/President
Ruthann@capca.com



CRYSTELLE TURLO
Chief Operations Director
Crystelle@capca.com



PATRICK DOSIER
Innovation & Technology
Director
Patrick@capca.com



ASHLEY HINSON
Content Curator
Ashley@capca.com



CARRIE KIHALTHAU
CE& Hours Reporting Mgr
Carrie@capca.com



KATRINA SILVER
Office Manager
Katrina@capca.com



BRIANA LOVE
Office Assistant
Briana@capca.com



MEGHAN CARLSEN
Sales & Marketing Coord.
Meghan@capca.com

Do you have a specific question?

For assistance from one of these CAPCA State Office departments, send email to:

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Mission & Purpose

CAPCA's mission is to facilitate the success of the PCA and to represent our 3000 members who provide pest management consultation for the production of food, fiber and ornamental industries of California.

CAPCA's purpose is to serve as the leader in the evolution of the pest management industry through the communication of reliable information.

CAPCA is dedicated to the professional development and enhancement of our members' education and stewardship, which includes legislative, regulatory, continuing education and public outreach.



Chapter Events

DESERT VALLEYS AUGUST CE MEETING

Imperial Irrigation District Office
81600 Avenue 58, La Quinta, CA 92253

DATE: August 8, 2024

TIME: Registration 11:30am / Seminar 12-4:30pm

REGISTRATION:

CAPCA Members: Free / Non-members: \$30
On-site registration only (payment via Square)

CE HOURS APPROVED: TBA

ADDITIONAL INFORMATION:

Desert Valleys Chapter members and non-CAPCA members & growers are welcome to attend. Lunch will be provided at 12:00 noon. Meeting dates and times are tentative and may change.

CENTRAL COAST AUGUST CE MEETING

Atascadero Lake Pavilion
9315 Pismo Ave., Atascadero, CA 93422

DATE: August 27, 2024

TIME: Registration 7:30am / Seminar 8:00am-4:00pm
(Start time subject to change)

REGISTRATION:

\$75 (Members online pre-registration*)
\$100 (Non-members online pre-registration*)
Register at: <https://events.capca.com>
*Pre-registration closes 8/21/24.
On-site registration (space permitting): \$100 for members & non-members

CE HOURS APPROVED: 7.0 DPR Hours (7.0 Other)

ADDITIONAL INFORMATION: Lunch is included.

AGENDA & CE TRACKING: We are using *CE Hours Reported* for this meeting. Please see the CE agenda and sign up for free CE tracking of this course at <https://cereported.com/courses/167>

KERN COUNTY FALL CE MEETING

Bakersfield College Renegade Events Center
1801 Panorama Drive, Bakersfield, CA 93305

DATE: September 4, 2024

TIME: Registration 7:30am / Seminar 8am-3:00pm

REGISTRATION:

\$100 (Members online pre-registration*)
\$125 (Non-members online pre-registration*)
Register at: <https://events.capca.com>
*Pre-registration closes 8/28/24.
On-site registration (space permitting): \$125 for members & non-members

CE HOURS APPROVED: DPR/CCA hours TBA

ADDITIONAL INFORMATION:

Lunch is included. Once registered, attendees will receive a promo code for free parking. Attendees will need to follow the instructions in the purchase confirmation email.

Please note this event is limited to 130 people.

AGENDA & CE TRACKING: We are using *CE Hours Reported* for this meeting. Please see the CE agenda and sign up for free CE tracking of this course at <https://cereported.com/courses/496>



CAPCA Member Benefits

Membership with CAPCA is the best way to take your involvement, education, and skill set to the next level. There are three levels of membership available:

ACTIVE MEMBER

Only California State licensed Pest Control Advisers are eligible for active membership in CAPCA.

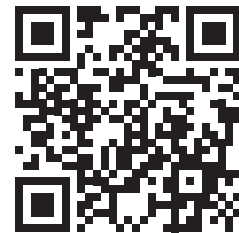
ASSOCIATE MEMBER

An associate member is any person not licensed as an agricultural Pest Control Adviser, but may hold other licenses issued by the State of California, and wants to promote the purpose of the Association.

STUDENT MEMBER

A student member is a student regularly enrolled in a college or university, majoring in biological or agricultural sciences and preparing for a career in pest management. A student member may not hold a DPR license.

SCAN TO JOIN



Follow CAPCA on Social Media!

CAPCA is working hard to build out a robust social media presence to connect with members, and to bring them additional industry-focused content.



Facebook - *@California Association of Pest Control Advisers (CAPCA)*



Instagram - *@capca_plant_health*



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