



# NAPPO

North American Plant Protection Organization  
Organización Norteamericana de Protección a las Plantas

## NAPPO Conference Call Report

Expert Group:	International Year of Plant Health	
Location:	Conference call	
Date:	December 10, 2019	
Chairperson	Lisa Lafontaine (CFIA)	
Participants:		
Ifi Chafy (CFIA)	Heather Curlett (APHIS PPQ)	Greg Rosenthal (APHIS PPQ)
Beatriz Martínez Reding García (SENASICA)	Victor Hugo Rodríguez (SENASICA)	Nedelka Marín-Martínez (NAPPO)
Stephanie Bloem (NAPPO)	Alonso Suazo (NAPPO)	
<b>Summary</b>		
Project:	NAPPO Expert Group to support the United Nations' International Year of Plant Health (IYPH)	
Item 1:	US plans and preliminary topics for the 2020 safeguarding conference.	
Consensus:	<p>Updates provided by Heather Curlett (APHIS PPQ)</p> <ul style="list-style-type: none"> <li>• Large scale conference planned for August 2020 in Washington DC.</li> <li>• PPQ has been working with representatives from the industry, academia and several government offices to identify potential topics for the conference including topics in the following categories: <ul style="list-style-type: none"> <li>○ <i>Understanding pest threats and pressures.</i> What is threatening agriculture now and what is coming that we need to be concerned.</li> <li>○ <i>Building a global surveillance system.</i> How to keep track of pest distribution and movement globally.</li> <li>○ <i>Building a better pest mitigation / management toolbox.</i> What tools are available and needed.</li> <li>○ <i>Precision agriculture / precision safeguarding.</i></li> <li>○ <i>eCommerce and the expansion of global trade.</i></li> <li>○ <i>Assessing risk.</i> How risk is managed by different countries.</li> <li>○ <i>Improving cross-border pest management.</i> Prevention, response and recovery strategies for pest outbreaks in North America.</li> </ul> </li> <li>• US requested EG members to provide additional topics and speakers to include in the symposium.</li> </ul>	

Item 2:	Country updates
Consensus:	<p>Mexico:</p> <ul style="list-style-type: none"> <li>• Working on different activities for the event Mexico is planning for 2020 – coordinating activities with all the different sectors that will participate (academia, government and industry).</li> <li>• Will share with the EG a calendar of events that Mexico is organizing.</li> <li>• News release early in 2020.</li> </ul> <p>US:</p> <ul style="list-style-type: none"> <li>• Started by amplifying the IPPC announcement via Tweeter (video on IYPH – <i>I am plant</i>).</li> <li>• USDA radio produced a 1- min story announcing the IYPH.</li> <li>• A website was created for the IYPH which will be greatly expanded in 2020.</li> <li>• A one-pager flyer was created to share information with stakeholders.</li> <li>• USDA has a contractor that is finalizing creative concepts to promote the IYPH for example, through the “<i>Hungry Pest</i>” campaign. This will include social media posts, TV and radio interviews and other outreach material.</li> <li>• Two articles will be produced in December 2019 or early in January 2020. <ul style="list-style-type: none"> <li>○ CSA news – Magazine for three American scientific societies: American Society of Agronomy, Crop Science Society of America and the Soil Science Society of America. US will share the links with the EG members.</li> <li>○ Open access government. This is a European-based magazine with a large North American audience.</li> </ul> </li> </ul> <p>Canada:</p> <ul style="list-style-type: none"> <li>• Initiated an internal communication team to help carry out the IYPH initiative.</li> <li>• It also initiated an interdepartmental communication group.</li> <li>• Large variety of communication options. Canada has divided the year into communication themes (February-ecommerce and seeds; April - invasive plant pests in conjunction with the US; August- tree check month in conjunction with the US).</li> <li>• Within each theme: Infographics, podcasts, interviews, social media events, featuring a plant program, a plant pest or a native plant</li> <li>• Two articles secured for 2020 already: <ol style="list-style-type: none"> <li>1) Chief Plant Health officer in Fresh Thinking Magazine</li> </ol> </li> </ul>

	(Canadian Horticultural Council's publication, timeline TBC) 2) Feature in Spring 2020 issue of Harrowsmith Magazine, debuting at Canada Blooms. • News release to kick off the IYPH in January 13 (TBC) and launch the website.	
Consensus:	The EG webpage within the NAPPO website could be developed following the structure used for the North American Sea Container group. EG members should provide the information required and NAPPO will put together the webpage. This webpage will serve to disseminate IYPH information and will allow the EG to exchange information.	
Other subjects	The ED suggested to take excerpts from the news releases and articles to include in the NAPPO newsletter. Provide material to the NAPPO Secretariat 3 weeks before March 1 to allow time for translation.	
<b>Next Steps</b>		
<b>Responsible Person</b>	<b>Action</b>	<b>Date</b>
NAPPO Secretariat	Translate <i>Safeguarding 2020: bringing the future into focus</i> document and share with the expert group.	
EG members	Provide ideas for topics and potential speaker names for the IYPH event organized by US in August 2020.	
Mexico	Share calendar of events planned in Mexico with the EG.	
US	Share with the EG the USDA IYPH Tweeter, links to the US radio one-minute story, IYPH one-pager and the links to the articles published in the CSA and Open Access Government magazines	
<b>Next Meeting</b>		
Location:	Conference call	
Date:	January 10 <sup>th</sup> from 2:00-3:00 pm EST	
<b>Proposed Agenda Items</b>		
1. NAPPO Website		
2. Roundtable of updates		
3.		