

## Progress Report – July 28, 2006

### A. Grant Data

**Title:** Increasing IPM Implementation Through Customer Awareness

**Type:** Regional Publications

**Lead Investigator:** Margaret Skinner, The University of Vermont, Entomology Research Laboratory, 661 Spear Street, Burlington, VT 05405, Tel: 802-656-5440, Fax: 802-658-7710  
Email: [miskinner@uvm.edu](mailto:miskinner@uvm.edu)

**Co-Director:** Paula Shrewsbury, University of Maryland, Department of Entomology  
4112 Plant Science Bldg., College Park, MD 20742-4454, Tel: 301-405-7664, Fax: 301-314-9290, Email: [ps161@umail.umd.edu](mailto:ps161@umail.umd.edu)

**Team Members:** Cheryl Frank, The University of Vermont, Entomology Research Laboratory, 661 Spear Street, Burlington, VT 05405, Tel: 802-656-5434, Fax: 802-658-7710, Email: [cfrank@uvm.edu](mailto:cfrank@uvm.edu)

**States Involved:** CT, DE, ME, MA, NH, NJ, NY PA, RI, VT, WV

**Funding Year:** Year 1, covering the period of 01/01/2005-08/1/06

**Funding Amount:** \$9,750

### B. Non-Technical Summary

With this Integrated Pest Management Partnership project, public awareness of the value of IPM is being promoted through the production and distribution of a poster for growers to display in their greenhouses and garden centers. It directly addresses a goal of the National IPM Road Map: increasing public awareness of IPM. This project enlisted involvement of GO-IPM members throughout the Northeast, and contributes to the group's mission to promote implementation of IPM among growers of ornamental crops. It is a public-private partnership to increase public education about IPM. We produced an eye-catching poster that simply describes the concept of IPM. This represents one step towards spreading the word about IPM. In January 2005 growers at the Greenhouse IPM workshops in ME, NH and VT, coordinated by the IPM Advisory Group of Northern New England, were introduced to this concept and strongly express great interest in taking part. This grower interest led to development of the poster and ultimately this project.

**C. Objective:** Design and print IPM poster for increasing customer awareness of IPM. This objective also included distribution of posters around the region. As described below in greater detail, this objective has been achieved in most respects, though we continue our efforts to disseminate the posters and will solicit feedback from cooperators and growers on the value of the project.

## D. Results

The poster design was revised to include the NE IPM Center logo and reprinted for distribution throughout the Northeast (see attached PDF file). All of the current GO IPM members and other Extension specialists were contacted to ask them to distribute the posters to growers and other appropriate individuals. In addition, posters were handed out to growers at workshops and other educational events. To date over 5,500 posters have been distributed. A few individuals (Extension personnel) made the comment that they would prefer a poster that included their state logo. That would encourage them to distribute them. For future regional publications, this issue should be noted. However, this does not seem to be an issue when people disseminate federally produced publications and fact sheets.

In the coming months, all those who received posters in 2005 will be contacted again to obtain feedback on the success of the project and to send out more posters if they want them. Information regarding these evaluation activities will be included in the final report. It is clear from this project however that distribution of information takes more time and funds than the actual production of the materials. I have visited several growers who received posters in the past and asked if they wanted fresh posters to put up. They were eager to take them, but would not have taken the time to call to request them.

## E. Impacts

- 1) How many publications were delivered? To whom?

**Table 1. Distribution of IPM posters in the Northeastern US as of July 25, 2006**

| State         | # posters distributed | Comments                                                 |
|---------------|-----------------------|----------------------------------------------------------|
| Connecticut   | 1,000                 |                                                          |
| Delaware      | 1,000                 |                                                          |
| Maine         | 500                   |                                                          |
| Maryland      | 400                   |                                                          |
| Massachusetts | 0                     | Didn't want to distribute because it didn't have MA logo |
| New Hampshire | 225                   |                                                          |
| New Jersey    | 0                     | Did not reply despite multiple calls and emails          |
| New York      | 950                   |                                                          |
| Pennsylvania  | 610                   |                                                          |
| Rhode Island  | 200                   |                                                          |
| Vermont       | 650                   |                                                          |
| West Virginia | 0                     | Did not reply despite multiple calls and emails          |
| Total         | 5,535                 |                                                          |

**Table 2. Distribution of IPM posters in the Northeastern US in 2005-2006 by organization**

| <b>State</b>  | <b>Organization</b>                                      | <b># posters distributed</b> |
|---------------|----------------------------------------------------------|------------------------------|
| Connecticut   | CT Agriculture Experiment Station                        | 500                          |
|               | CT Extension System                                      | 500                          |
| Delaware      | Eastern Plant Board Representative                       | 500                          |
|               | University of Delaware, College of Agriculture           | 500                          |
| Maine         | ME Extension System                                      | 100                          |
|               | ME State Department of Agriculture                       | 50                           |
|               | Grower attendees at IPM workshop                         | 350                          |
| Maryland      | University of Maryland, College of Agriculture           | 200                          |
|               | MD Extension System                                      | 200                          |
| New Hampshire | NH Department of Agriculture                             | 75                           |
|               | Grower attendees at IPM workshop                         | 150                          |
| New York      | Cornell Cooperative Extension System, Long Island        | 50                           |
|               | Cornell University, Extension System, multiple locations | 200                          |
|               | Cornell University, College of Agriculture               | 700                          |
| Pennsylvania  | Pennsylvania Cooperative Extension                       | 600                          |
|               | Longwood Gardens                                         | 10                           |
| Rhode Island  | Rhode Island Cooperative Extension                       | 200                          |
| Vermont       | VT Department of Agriculture                             | 500                          |
|               | UVM Extension System                                     | 50                           |
|               | Grower attendees at IPM workshop                         | 100                          |
| <b>Total</b>  |                                                          | <b>5,535</b>                 |

2) How many more people might adopt IPM practices as a result of your project?

Increasing the number of people using IPM was not the primary focus of this project, but was addressed indirectly. The goal was to advertise or promote the concept or term “IPM”. We have done surveys of the general public at garden centers and found that most people don’t know what the term means, nor have they ever heard of it. This poster will present a positive image of the concept and will put IPM in the minds of the general public. It will take time and many more efforts like this to more fully education the public. However, as the public learns more about IPM and its benefits, they will be more inclined to use it in their homes, and certainly to purchase products produced according to IPM practices.

3) Are there other ways in which your work might result in improved use or increased implementation of IPM strategies in the region?

As the public becomes more familiar with the term IPM and its meaning, they will recognize the value of IPM to them and their environment. When that happens they may put positive pressure on producers to encourage them to use IPM more broadly. The public might also be more inclined to use IPM in and around their home as they become more knowledgeable about IPM and how to implement it. Growers will be able to market their products as IPM-grown, and seek higher prices for them if their customers know what the term means. I would like to see a broader effort on the part of USDA to promote the concept of IPM.