

Northeastern IPM Center Partnership Grants Program

Project Report for GOIPM Working Group

September 29, 2005

A. Grant Data

- Title: Increasing IPM Implementation Through Customer Awareness
- Type: IWG
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- States involved: All Northeastern States
- Funding Year: 2005-06

B. Nontechnical Summary.

For several years, growers in northern New England have expressed a need for consumer education on IPM. They indicate their customers' demand for pest-free plants requires them to rely heavily on chemical pesticides. Growers point out that there is widespread publicity for "organically grown" crops on a national scale, but almost nothing promoting IPM. In general the public doesn't even know what the term means. Consumer demand is a persuasive factor that could be used to encourage broader adoption of IPM among growers. The public could be a strong positive force for changing grower production practices. Through this project a public-private partnership will be established to increase public education about IPM. We will produce an eye-catching poster simply describing the concept of IPM. This would represent one step towards spreading the word about IPM.

C. Objective. *Design and print IPM poster for increasing customer awareness of IPM*

The IPM poster has been designed and distributed to growers in Maine, New Hampshire and Vermont. A list of suitable contacts on a regional scale has been compiled. These individuals will be contacted to request input on slight revisions to the current design. The NE IPM Center logo will also be added. After the final design is established, it will be printed and sent to extension specialists in the cooperating states who will distribute it to growers in their state.

D. Working Group Membership.

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E. Progress.

The original project plan and budget was revised as requested by the NE IPM Center and the required paper work was submitted for approval. As of this date, the budget has not been established and funds to work on the project are not available. Final production of the posters will not be initiated until the budget is set up for these funds.

F. Results.

This project specifically addresses a need indicated by growers in northern New England. After contacting appropriate specialists in the region, the posters will be produced and sent out. After initial distribution in Vermont, these posters have been found in greenhouse establishments around the area. This indicates that growers value this initiative.

G. Appendices.

Poster prototype:

