

A. Grant Data

Title: IPM in and around the Home: Northeast Guidelines¹

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States Involved:

New York, Pennsylvania, Massachusetts, Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New Jersey

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B. Nontechnical Summary.

Your Northeast IPM Home and Garden Problem Solver (working title) covers the gamut of IPM methods, ranging from nonpesticidal tactics to the safe use of pesticides, as these relate to pests of structures, houseplants, trees, shrubs, small fruits, vegetables, turfgrass, annuals and perennials, and wildlife. Input from IPM programs, state network projects, Extension programs, and private establishments in nine Northeastern states will make this guide broadly useful throughout our region.

Your Northeast IPM Home and Garden Problem Solver is comprehensive but easy to use. Written and designed for marketability, readability, and practicality—this book provides our readers with one-stop shopping for sound, sensible solutions to pest problems, increasing the broad use of IPM among consumers in the Northeast and decreasing the negative environmental impacts of conventional pest management. A publishing house is very interested in this book and we hope to have a contract by the end of 2008. If not, we will publish the book in-house.

¹ This is the final report for the NE IPM RIPM grant titled *IPM in and around the Home: Northeast Guidelines* (2005-2007) as well as the final report for the NE IPM Partnership grant titled *Production of “IPM in and around the Home—Northeast Guidelines”* (2007-2008)

C. Introduction.

Pesticide use in American homes is prevalent, with three quarters of households using pesticides to deal with pests in yards, gardens, and living areas. At least 12,500 products are registered for residential use in the Northeast. As many as 100 active ingredients cause cancer in animals or people, and more than 530 insects are now resistant to pesticides. Meanwhile, more than 50 percent of stream samples include five or more pesticides, some exceeding water-quality guidelines; residential areas can be major sources of nonpoint source pollution.

Some people use pesticides because they are worried about diseases caused by pests, such as the risk of asthma from cockroaches or the possibility of West Nile virus from mosquitoes. Others are simply unaware of alternatives. Regardless, these people lack easy access to clear, current, reliable guidelines grounded in the premise that knowledge is key in sound pest management.

Knowledge of what's a pest and what isn't; of straightforward cultural controls that *usually* work; of how to think through a strategy for dealing with pests; and when and how to safely use pesticides.

Our reference book for householders and master gardeners throughout the Northeast promotes an IPM approach to pests of homes, yards, and gardens. It will help readers recognize pests and understand and seek least-toxic approaches to dealing with them—or choose and use pesticides with care, if use them they must. While based on Cornell University's Bulletin 74, *Pest Management Around the Home*, parts I and II, our book is less like an academic manual, with appealing design, greater depth, more complete information, and greater care to adopt a reader-friendly voice and tone. Reviews by specialists in other Northeastern states are ensuring that this material is accurate for the region as a whole while providing options for wider marketing.

Our lead author, Sally Cunningham, has the voice and face to sell this book. Note that her book, *Great Companion Plants*, has an Amazon.com sales rank of 8,973, which is considered quite good—much better, for example, than Timber Press's *IPM for Gardeners* at 164,160.

D. Objectives.

- A. Provide readers with clear, current, and reliable information on pests and pest management on a continuum from nonpesticidal tactics to conventional (nonrestricted) pesticides.
- B. Build consumers' ability to make informed IPM choices confidently and to find additional information.
- C. Increase broad use of IPM methods among consumers in the Northeast.
- D. Decrease the negative environmental impacts of conventional pest management.

E. Approach.

In the first year, we:

1. established a multistate team of advisors and reviewers team
2. established a project coordination team
3. assessed the current volumes and determined the scope of the new one
4. completed several draft chapters of a pest management guide arranged on a continuum simplest and least-toxic to (for difficult or potentially destructive situations) pesticidal solutions

In years two and three we:

1. completed drafts of each chapter
2. wrote and submitted a 50-page proposal package to several publishers
3. searched for images
4. completed first-level review for each chapter
5. created extensive “consistency checks” files, correlating chapters to identify and fill gaps and correct data
6. expedited a potential contract to commercially publish *Your Northeast IPM Home and Garden Problem Solver*: if successful, this project will succeed far beyond our expectations, since a publisher with much deeper pockets and experience than we have will publish and market this book to a vastly bigger audience than we could have reached on our own

F. Progress.

Our first objective (A) has been accomplished in the book manuscript. The remaining objectives (B-C) await publishing and distribution of the book, which is currently being arranged.

Specifically:

On March 15, 2005, we met with IPM personnel from most Northeastern states who provided fresh ideas and much insight in framing the book’s organization, audience, and potential reviewers. Next we hired a writer, Sally Cunningham—formerly with CCE Erie County (13 years). Cunningham managed master gardeners who answered hotlines daily for 13 years, using *Bulletin 74* (the inspiration for this book) and several other problem-solver books. She herself typically responded to 5000 direct consumer contacts a year, giving her deep knowledge of what people ask and how they use references. Cunningham is also a garden columnist, weekly TV garden host, and book author (Rodale’s *Great Garden Companions*). She has sold over 30,000 copies of *Great Garden Companions*, taking boxes of books to the dozens of talks she gives each year.

Then the work began—sifting through and assembling a vast amount of IPM know-how, setting up an organizational framework based on our knowledge of how readers use reference and how-to books. *Your Northeast IPM Home and Garden Problem Solver* is more thorough than all other books in its genre, including scores of new plants and many new pests not in comparable works.

Next came the work of interesting a publishing house: completing an overview, market analysis, comps (an analysis of the competition), writing cogent chapter synopses, etc.; then of building relationships with acquisitions editors. We are well along that road. If we succeed, we’ll have a contract that will put *Your Northeast IPM Home and Garden Problem Solver* in bookstores in spring 2010.

Here is our **Table of Contents**:

Chapter 1: What this book will do for you

You want straightforward advice for your home, yard, and garden. You want to know what the real problems are and how to solve them. And you would like to do that as easily and cheaply as

possible, without hurting your world. This chapter presents concrete examples of the practical philosophy and decision-making process that underlies IPM.

Chapter 2: The Tools of IPM: Diagnosing and Solving Pest and Plant Problems

Beneficials. Scouting. Cultural controls. These are the buzzwords you'll get a handle on in this chapter, where you learn the basics of sound, practical, *integrated* pest management.

Chapter 3: Common Pests Inside and Around the Home

The most common questions people want answers to are about very common insects—the ants, wasps, mosquitoes, flies, fleas, and beetles that you see in and around the house. If you have moths in the kitchen, carpenter bees drilling into the new deck, or hornet nests under the eaves, this chapter is for you. We'll help you decide whether the visitor is a big problem or just passing through, and what to do.

Chapter 4: Welcoming Nature Inside with Houseplants

Indoor plants are that little bit of nature we keep going year-round. But sometimes they attract other bits of nature: aphids, scales, mealybugs. And sometimes they just look sick. Let's sort the serious from minor problems and learn to prevent most of them.

Chapter 5: Your Beautiful Flower Garden

Gardeners these days have hundreds of perennials, annuals, bulbs, roses, and herbs to choose among. With such a range of choices, how to know which problem is what, and how to solve it? We'll review the all-important site and soil factors that help keep your garden healthy. If problems crop up, our list of clues—signs and symptoms found on leaves, stems, and flowers—start the diagnosis. Or you can review our *Flowers and Their Frequent Problems* to see typical cultural, disease, and insect problems of more than 100 flowers. Finally, you go to *Managing Problems in the Flower Garden* for the tools and techniques to solve them.

Chapter 6: Your Bountiful Vegetable Garden

Gardening problems don't occur in a vacuum, and pest management isn't just a matter of naming and killing a pest. This chapter presents the vegetable garden as a whole system, starting with important site and layout choices. Then plant by plant, arranged in families or groups of plants with similar needs, we review problem management, starting with how to prevent those problems in the first place.

Chapter 7: Trees and Shrubs in Your Landscape

Our biggest plants have the biggest impact on real estate value and even on quality of life, not to mention the cost of purchase or maintenance. That's why you need to choose suitable trees and shrubs, place and plant and tend them properly—and know what to do if something goes wrong. This chapter is your owner's manual, helping you pick the right plants *and* the best way to care for them. Our *Frequent Problems* list helps you identify problems—some unique to a species and others quite common for many ornamentals—across the wide range of trees and shrubs available today. Then see our *Managing Problems of Trees and Shrubs* to help you solve your problem.

Chapter 8: Growing Delectable Fruit

Not everyone has an orchard, but lots of people still have an apple tree, a row of strawberries, or a few grapes on a trellis. This chapter reviews the basic needs, common problems, and pest management solutions for all sorts of fruits grown in the Northeast. With many new, pest-resistant cultivars on the market, you may be surprised how many beautiful fruits you can grow quite easily.

Chapter 9: Caring for Your Lawn

Lawn care represents the biggest single category in home landscape expenses. How you care for your lawn also has a huge environmental impact. So it's important to make informed decisions about your lawn—including site preparation, choosing grass seed, and how you cut the grass, kill weeds, and fertilize. Use this chapter to prevent problems or solve them when they arise.

Chapter 10: Keeping Ahead of Weeds

If you have a lawn or garden, you have weeds. Here you'll learn to tell annual weeds from perennials, identify the most common culprits in the garden or landscape, and see how to prevent or lessen the never-ending battle with weeds. (Since how best to cope with weeds varies across different types of gardens, *Garden Layout* in Vegetable Gardening and *Prevent Weeds/Use Mulch* in the tree and shrub or flower gardening sections provide site-specific help).

Chapter 11: Coping with Wildlife

Although we love many of them and feel compassion for others, wild animals can wreak havoc in our yards, gardens, or homes. This chapter helps you prevent or deal with the deer eating your shrubs, mice in your walls, moles in your lawn, or squirrels digging up your bulbs.

Chapter 12: Understanding Pesticides

While they are only one tactic in the IPM toolbox, pesticides play a huge role in how pest are managed today, not just in agriculture and horticulture but in our homes and communities. Used carelessly or incorrectly, their impact on health and environmental quality can be considerable. This chapter reviews types of pesticides, how they work, and how to choose and handle them. Since pesticide laws vary state by state and products are added or removed from the market frequently, *you must check with your state or county for applicable regulations and product availability*. Because the list of pesticides and pests and plants noted on their labels is so extensive, they are not listed in earlier chapters but only referenced here. *Whenever you use a pesticide, the label is the law. Be sure to read and follow the label.*

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