

A. Grant Data

Title: IPM in and Around the home: Northeast Guidelines

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States Involved:

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

Years Funded: April 2005-April 2007

Funding Amount: \$49,997.

B. Nontechnical Summary.

IPM in and around the home: Northeast guidelines (working title), available in web and print formats, will cover 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 broadly useful throughout our region.

The interactive *Guidelines* website will allow free internet access where viewers can learn more about specific topics by clicking on images, text, and links that connect to additional IPM knowledge. Both formats will be easy to use, comprehensive, and designed for marketability, providing our readers with one-stop shopping for sound, sensible solutions to pest problems. Together, they will increase the broad use of IPM among consumers in the Northeast and decrease the negative environmental impacts of conventional pest management.

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—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; of when and how to safely use pesticides—is key in sound pest management.

We are producing a reference book for householders and master gardeners throughout the Northeast that promotes an IPM approach to pests of homes, yards, and gardens. Our guide 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 will be appealingly designed and less like an academic manual, with greater depth, more complete information, and greater care to adopt a reader-friendly voice and tone. Reviews by specialists in other Northeastern states will ensure that this guide is accurate for the region as a whole, while also providing options for marketing it more widely. Note: an ISBN number and UPC will make it easier to place in garden centers and bookstores.

D. Objectives.

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

All of these objectives are in progress.

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 determining 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

Year two we will:

1. develop a marketing plan
2. send chapters for review by our Northeast partners
3. obtain graphics and lay out the book
4. plan a web version that dovetails with the print version
5. find a publisher and create a distribution plan
6. create a reply card to gauge effectiveness

7. produce, market, and distribute the book
8. create, test, post, and market the web version
9. develop plans to assess the project's effectiveness and provide for long-term evaluation

F. Progress.

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 and co-project coordinator, Sally Cunningham—formerly with CCE Erie County (13 years), also a garden columnist, weekly TV garden host, and book author (Rodale's *Great Garden Companions*).

Sally has completed first drafts of

- *Common Pests Inside and Outside the Home* (formerly two chapters)
- *Houseplants*
- *Flower Garden* (formerly separate annuals and perennials chapters)
- *Vegetables*

Senior editor Carolyn Klass and NYS IPM science writer (and co-project coordinator) Mary Woodsen have edited *Common Insects*; Jennifer Grant has reviewed it.

Sally is working on *Trees and Shrubs* and an introductory *What is IPM* chapter. Still left to write: *Fruits, Turf, Pesticides; Weeds; Beneficials*.

We're about to send the *Common Insects* chapter out for review to our Northeast cooperators. NYS IPM's webmaster and graphic designer, Karen English, is making a two-page template to include in the packet, to give reviewers a feel for what the book will look like. Sally will track and incorporate responses to this and following reviews. Mary will oversee the review and editorial process.