

**SRIPMC Advisory Council meeting
June 17-18, 2009**

Present: Steve Muench, Roy Boykin, Conrad Lavender, Pat O'Leary, Eric Young, Tom Brennan, Chris Mills, Fudd Graham, Harold Coble, Carrie Harmon, Russell Duncan, Lora Lee Schroeder, Bob Bellinger, Jim VanKirk, Tom Melton, Michelle Foo, Jim Hudson, Ames Herbert, Doug Johnson, Rosemary Hallberg, Steve Toth, Clayton Hollier.

Wednesday, June 17

About Cotton, Inc.

Pat O'Leary gave a presentation about Cotton, Inc.

Cotton, Inc.:

- Represents everything cotton
- Uses HVI data
- Is working on insecticide resistance
- Works with University extension to do research

Center Update

Friends of IPM Program: The program has been good for publicity.

- Doug: that's one of the things our administrators are dying to see. In a lot of universities, when you have a good program, no one knows what you're doing. Because of the awards, the associate director in our system knows exactly who that person is and what that person does.

2009 Enhancement Grant projects

Steve presented the project types for the Enhancement grants: State contacts, IPM Documents, and IPM Working Groups under Part 1. Under Part 2, there are IPM Seed and IPM Capstone projects. Working groups were added this year. Nine Part 1 and six Part 2 proposals were funded.

- Carrie Harmon: having been on a panel, I was more prepared for putting a proposal together. Being on a panel is a good way to get involved.
- State Contacts provide expert lists for the panels.

ipmPIPE Update

ipmPIPE is a way to manage information about mobile pests. It began with soybean rust. Now it includes pecan nut casebearer, cucurbit downy mildew, soybean aphid and legume pests. It was originally funded through USDA Risk Management Agency. However, the PIPE did not get any funding this year. The Steering Committee scraped

together all of the funding that hadn't been spent in previous years, and CSREES provided some funding to keep it going for this year. Risk Management Agency has given half a million dollars to fund the legume PIPE. USDA is still trying to get the PIPE into the federal budget. It's in the President's budget, but it needs to make it through both houses of Congress.

- Harold Coble: we are trying to educate the Secretary and undersecretary about the PIPE.
- Tom Brennan: What is the money going towards?
- Jim VanKirk: CSREES came up with the money that goes toward the IT. Jim used savings from previous years with addition to Soybean Checkoff to go toward soybean rust fieldwork. New RMA money is going toward soybean aphid and legume. Brennan: you might pitch the PIPE in terms of how it will help with climate change.

Update on IPM Center Directors' meeting

We meet with the 3 other regional Centers every year, and that meeting happened last week. Highlights:

RIPM Extension funds

- Every Center manages grants like RIPM. A few years ago, CSREES added a category for Extension-only projects. As a result of the change to the 3d funding, a few groups suggested that the RIPM Extension-only money be taken out of RIPM and put into the EIPM program. Jim V. told Southern Extension Directors that was a bad idea, but his words didn't make it into the letter from the national Extension Directors. This won't be changed this year, but it will be considered in the future.
- Ames: what percentage would it be in the EIPM pot? Jim V.: It would be a little under \$300,000.
- Clayton: I encouraged my director to maintain the funds in RIPM. It doesn't add a lot of value monetarily to take it out.
- Doug: this gives people a chance to go after an opportunity that is Extension-oriented that they wouldn't necessarily be able to do.
- Ames: this should go to SERA-3 in a note from this group.

What the Center funds under Enhancement Grants

At the meeting, the other IPM Center directors shared what they fund under their internal grant programs:

- North Central IPM Center funds \$300,000 for working groups, and another \$100,000 for mini-grants.
- Northeastern IPM Center funded state network projects at \$5,000 a year. We fund state contacts up to \$25,000 a year.
- Western IPM Center will continue to fund what they call comment coordinators (i.e., state contacts), but only 3 of them, some of them part-time, at a total cost of \$115,000.

We are revisiting whether we get for what we pay for.

Discussion:

- Clayton: do we want to continue, do we get what we pay for? If we're going to reduce the funding, what would that be? If we ceased it, where would that money go? The working group thing doesn't bother me in terms of funding working groups but it shouldn't be an entitlement. The RFA must be written so that it doesn't seem like an entitlement.
- Jim V: We want to make sure we fund products, not merely positions.
- Ames: I like the way the Northeast categorizes their projects differently. We have only 3 categories. They have an organized system for their mini-grants and we might use a similar system.
- Mike W.: I'd like to know what the NE state network is doing for \$5,000. They're never at the table.
- Tom B: We just finished re-registration. We are in a lull right now, but it will bounce back and there will be different types of questions.

Regulatory Activities

- Phase out of methyl bromide
- IPM Documents submitted in 2009
- New database for IPM Elements
- At a meeting last week, found out that we are in a 2-year data call-in, but the requests will be increasing after that, mainly around endangered species

SERA-03 Update

We met during the IPM Symposium and talked about the EIPM process. We found a lot of similarities among one another and with the other states.

- Carrie: are comments published? Yes, they are on the USDA website. (from the listening session in October 2008, http://www.csrees.usda.gov/business/reporting/stakeholder/pdfs/eipm_stakeholder_comment_summary_1108.pdf)
- Ames: is there anything that we need to do with that information? Clayton: not at this point.

IPM Association (not the actual name of the group)

At the IPM Symposium, there were about 600 people there whose main focus was IPM but aren't the people we usually see all the time. We hear a lot from people who love IPM but it's not their top priority. So we thought we should take all the people who were at the Symposium and all of the people who love IPM and put them together into a public/private partnership that might be able to lobby for IPM. Maybe the Association

could promote IPM or hire a person to promote IPM. Sherry Glick at EPA pulled together several people who are starting to think about this.

The next step is for CIPM to have a Conversation with people from industry, retail, and grower groups to see how we get together on commonality. I'm hopeful that we'll have a pretty defined mission early on, but we would like it to be along the lines of the Entomology Society.

Tom Melton: The promotional aspect is the most important part to me. My goal is to get IPM promoted and use the dues for public awareness for IPM.

- Carrie: there is room for an association that can do promotion. Why not cast your net wider and let the organization do both?
- Pat O: will this be an association of individuals or groups? Jim V: will probably be both.
- Tom B: we need a front unit for IPM. Tom Green has taken on this responsibility himself, but if we're depending on one person to do this, we're pretty thin.
- Jim V.: Tom Green is more concerned with the certification side of things
- Chris M: I'm for this. I would like to be able to go another school and ask about an issue I'm having. Maybe you could put people like me in one category, so if other people are involved, it might spark more interest.
- Russell D.: What are the benefits you are going to tap from memberships? You need to concentrate on the benefits that this group will offer and how you're going to keep members.
- Ames: Also think about what these people will bring to the table. Maybe have subgroups for people to make connections with people in the same area.
- Lora Lee: you can also make cross connections to get some of your message out.
- Russell: come up with sustaining membership for a company to become a member.
- Ames: IPM may be a stale term, but safety in the schools, food, etc. is not. You want to keep in mind that it's the goals of IPM that are the priorities.
- Fudd: if you mention urban IPM, no one knows what that is. Outside of agriculture, people don't understand what IPM is.
- Jim Hudson: I hear targets of a whole lot of different projects. Who is your audience, and what is the function of your organization? If you figure out where you need to get your message, you may focus on the people who can bring your message to the legislators. Focus on getting the brains in rather than getting the dollars. If you get the right people, it can have a very productive focus.
- Tom B: Maybe each organization should think about contributing high power people.
- Harold C.: if you look at federal budgets for IPM, there are no prospects for improving that situation unless we have a crisis or we have champions. They have to be in the administration and in the legislature. Unless we can do that, we're doomed to deal with decreasing budgets.

- Ames: this organization could have working groups that could develop positions on climate change and move them forward. There are a lot of needs out there with organics, etc.
- Tom B: Environmental justice and water quality issues are big issues, but it seems like we're not grabbing them.
- Lora Lee: Our office talks about sustainability, and there may be some value in talking about how IPM fits into sustainable agriculture. We need to be more open to be more open to how we see IPM in terms of sustainability.
- Ames: One example is that as we have moved toward conservation tillage, slugs are becoming a problem. We have a pest that's being brought on by conservation tillage, and because of climate change, it's becoming a huge problem.
- Doug: I thought it was good to call it fundipm.org. If you get too many projects, we're all going to be fighting with each other. It's easy for us to become individuals.

Friend of IPM Winner Presentation: Chris Mills

The Friend of IPM Award was one of four awards that Chris has received in the past 2 years. He is getting a lot more support from his administration and the teachers. The IPM Program started in October 2006, and the IPM policy was passed in December. People started jumping on board after the policy was passed. He received a program award in October 2007, and received Leadership award and Outstanding IPM Coordinator Award October 2008. Two magazines have published articles about his program.

Money savings: cut quarterly and fire ant contracts, saving \$24,600 a year. The school district also saved money for cafeteria treatments, fire ant treatments and spot treatments for fire ants.

Everything is done in-house now and they use granular treatments, bats and glueboards rather than liquid applications. They have a fire ant treatment plan this year. Chris works with all of the county public school staff, including when buildings are being planned. He also works with Godfrey Nalyanya and because of the award, has started participating in the school IPM conference calls.

They have held 2 IPM workshops and have visited other schools and talked to staff.

He wants Union County to be known for great IPM and so is looking for national recognition. He is creating a Bug Club to get children involved in identification and monitoring.

- Bob B: is there a policy that prohibits staff from bringing in pesticides. Chris: if I walk into a classroom and there is a can of Raid, I walk out of it.
- Bob B: do you talk to PTOs? Chris: I'm working on that, but I have to get it approved to make it happen.
- Lora: In dealing with administrators, do you do that from bottom up or top down? Chris: when we wrote our policy, it went to the school board.

EPA Overview

IPM Initiatives:

- Environmental Stewardship branch (PestWise) was founded in 2003.
- We have 4 grant programs: PESP, Strategic Ag Initiative, Biopesticide Demonstration Grant (with IR-4), and PRIA2.
- We have 5 major goals:
 - Increase public understanding
 - Assist Pest Wise partners
 - Increase use of biopesticides
 - Assist partners in implementing the IPM Roadmap
 - Assist pesticide users in transitioning to reduced-risk practices
 - Ames: there are a lot of alternatives out there, but they're much more expensive so the growers won't use them.
 - Doug: in England, the country pays farmers to keep hedgerows, so you may need to pay people to use biopesticides.
 - PRIA2 grants will come out in November
 - PESP grants will be coming out in December or January
 - PestWise wants to leverage the accomplishments of the grants.

Strategic Ag Initiative

- The program has been in place for 10 years. It started as a pilot in 4 regions and has expanded to all 10 regions. It started in response to FQPA. We are in the process of reviewing our goals.
- The most value we've gotten out of this program is from our collaborations.
- Region 4 covers 8 states.
- We now have national priorities; some have meaning in Region 4. We also have national priority issues. Those are resistant management, impaired waterways, pollinator protection. Endangered species protection, looking for alternatives for exemption requests.
- Transition tools to move away from high risk pesticides have been through competitive grants program.
- The program has been thinking about measures for success; how do we know when we've been successful? We have been looking at a training measure and ways to do them.
 - Doug: what you want is not biology; it's sociology. You're asking for human research, and we need a sociologist.
 - Ames: there is a lot out there on evaluation processes. It all boils down to how you get clientele to answer the questions.
 - Tom B: One issue is to get a measurable goal, like the School IPM PMSP.
- EIPM Measure Support program: Lora Lee's group will be working with that group.
- We funded a lot of different commodities and research, planning and training.
- We have worked with organics, but they are very successful getting money on their own.

- Good results from our efforts: one was a paper on development on alternative crops for biofuels.
- Some of our efforts with resistant management have helped make that a national priority.
- Lora Lee has been working with a community of 67 homes and they are talking about moving toward IPM in terms of educating them.

Thursday, June 18

Cotton Stink Bug project and guide (Ames Herbert)

The guide was the result of a capstone project. The project was done in cooperation with Jeremy Greene at Clemson. Found 30+ species of stinkbugs that can occur. The grant funded the printing of the guide. They have already gotten requests from organic groups, Master Gardener groups, etc.

- Russell: have you thought about charging a fee? Ames: they haven't figured out how to manage that yet.
- Jim V.: there are options for selling publications. Ames: I want to hand it over to someone else to market and sell.
- The other issue is the web version. We got permission to put the images in print, but not to put them on the Web.
- Jim V.: maybe it's the Center's job to facilitate the marketing and possible selling of the book. Is anyone else in the region doing this? Doug: we've done them in the past. But we're not allowed to sell anything.
- Jim: you may be able to load a lot of these pictures into the I-phone. Doug: the number one preferred method of info delivery is the cell phone.

The second project was a capstone on improving stinkbug scouting. The entire project included VA, SC, NC, GA, and AL. We have a lot of new information on:

- the stinkbug biology complex
- the stinkbug's impact on fiber quality
- info on dynamic thresholds. This research has proved that reacting based on a dynamic threshold makes the most money.
- Mike Tase and Jeremy Greene have info about edge effect sprays and management.
- VA and NC effort evaluated the effectiveness of scouting through external damage.

Jim V.: should our staff pursue options on providing distribution for publications?

- Lora Lee: this sounds like a good idea
- Do you see a conflict of interest? Jim V.: we would have to look into it, but it would be a good thing for the Center.

- Conrad L.: It looks like the Centers would be an ideal place to know that if you're dealing with IPM, you go to that Center first. So you could have a portal for publications. If we can work out a way to handle the transaction deal, it would cement a relationship with the other federal agencies working with IPM. Conrad: just like you have the PIPE to connect to info about IPM, the Centers could be associated with IPM.
- Russell: with eXtension, if you type in your zip code, it will give the reference to the source of the information, but it will have your university at the top.
- The Advisory Council gave consensus to move forward on looking into selling the books.

Impact Evaluation

At last week's meeting with the other Center Directors, we spent a lot of time of talking about impact evaluation. We've talked about needing a way to evaluate information and get the information about that out. This may be a niche the Centers can fill.

The PIAP program did surveys for years about pest management practices. Some of those surveys are now 10 years old, so it offers us a way to find out how much has happened over time. So we're considering looking into some of the old surveys on pest management practices.

Possibilities to do impact evaluation:

- Write this into the RFA.
- Hire a survey specialist that may be a post doc.
- Have the state contacts do it.

The downside is that we're not doing IPM because every dollar we put into evaluation is a dollar we're not putting into research and extension. But evaluation is part of every program.

- Ames: if you haven't built in 10% of your budget for evaluation, you're not doing the right research
- Steve T: Our Christmas tree specialist Jill Sidebottom did a survey of Christmas tree growers and had several pages devoted to IPM practices. She has repeated that survey twice. She can evaluate her efforts at training in IPM adoption. Mike Linker had a student in the 90s who repeated some of the surveys for apples and sweet potatoes, and he looked at IPM adoption.
- Pat O'Leary: is there a list of these surveys? Steve will ask Dennis Kopp or Norm Mesheim.
- Ames: as IPM coordinators, we've had to write grants for our funds, and one of the most frustrating parts of that was talking about how we're going to evaluate these programs. As an IPM Coordinator, I would like a partner to help with evaluation. When you begin thinking about this, bring us into the loop because we

- need help with showing tangible behavior change in the people we're trying to help. Some things will not be easy to document, but others will be.
- Tom B: we've hired a consulting group to help us to analyze what data we really need. We've got a suite of measures to go after. We need to slow down and see what needs to be collected to satisfy the audience that wants to know how this money is being spent.
 - Jim V.: Almost anything in terms of updating these surveys is better than nothing. Strategically, that's what we should be looking at is what we really want but we also look at what we can get.
 - Conrad: there may be other kinds of data that are already out there. If we can start look at what surveys already exist and what is common about those surveys, what questions are being asked, are the questions demanding a certain response, a good start is to look at it and bring it together. Perhaps task everyone in the committee to find data that exists and report back next time.
 - Steve: if you got some surveys done, other people would see the usefulness of having them.
 - Bob B.: If there is a change in, you have to know why it took place; it's not necessarily because of IPM.
 - Russell: You will have to work with people who handle data recording through mainframes. We could work with our person at Clemson to break down data to see if it's a pest management problem versus a soil management problem.

What we need from the Advisory Council:

This evaluation will cost approximately \$50,000. If we were to hire someone, it would be \$50,000. If we're going to put it in an RFA, we would say we're funding an evaluation project but it would take the place of 2 projects we're already funding.

- Conrad: With the type of projects we fund, we have to ask whether or not it can be evaluated. If it can, is it something we can build on?
- Harold C.: I worry about the Centers getting bogged down in the minutia of evaluation. We have to be able to prove that IPM is good. If we can't, we need to get out of the business. We also need to find out what kinds of IPM tools are being adopted. If you can take individual studies and show an economic impact and show it's because of IPM adoption, I'll take it. Eventually the people who gave us the money will ask if the money was spent the way they wanted it to be.
- Jim V.: Maybe the Center's role is to say that we don't do IPM but we measure IPM.
- Ames: maybe we need to pick programs that we can say are changing behavior. I think doing a region-wide evaluation is a waste of time.
- Steve M: if we find that data and we can't sell it to the people who are funding the program, why should we do more of it?
- Jim V.: I'm going to propose 2 things: that the Center be more focused in the way we do our job. We want the Advisory Council to say what we should go after specifically. Second, should we make one of these foci to put significant resources toward impact evaluation?

- Bob B: it would be useful if the Center could identify projects that could have impacts. So instead of going back in time, we could evaluate current projects that could have impacts.
- Ames: I'm in favor of the Center evaluating IPM programs.
- Tom B. the criticism I would have about IPM is that we're not steering the ship. We're just funding projects that look good. You have to think about what you're after. There are high level critics about non-regulatory work, and IPM fits into that. This group should find a path that makes it look solid.
- Russell: NRCS does this with EQUIP, where they can measure how much sediment is in the water. We need to do the same for IPM.
- Steve T: Rather than trying to solve everything on one level, pick the low-hanging fruit.
- Harold: The Center should work with Bill Coli and come up with a coordinated effort.

SARE (John Mayne)

SARE's purpose is to promote sustainable agriculture. The program is going more toward the social sciences, so our examples of IPM are a little older. SARE is a USDA program divided into 4 regions. They are regionally administered and have an Advisory Committee that makes the funding decisions. SARE is hosted at the University of Georgia and Ft. Valley State University. They send grants out to technical reviewers, who inform the AC.

Grant opportunities:

- Research and education grants
 - Planning and preliminary research grant subcategories
- Graduate Student grants: for full time Ph.D. or Masters students, up to \$10,000.
- Producer Grants for individual and organization
- On-Farm Research grants: for people who work with farmers
- Sustainable community innovation grants: to link sustainable agriculture to community development
- Professional development grants: train the trainer grants

IPM-related projects: Research and education, on farm, graduate student, on-farm, professional development

- Managing beneficial insects and using pest trap crops in organic broccoli, NC
- Pecan IPM using balack eyed peas, TX
- Biological control of flower trips in pepper fields, FL
- Insect pest management for cotton, GA
- Use of parasitoids and passive traps as alternative methods of fly control on dairy farms, AR
- Fund 10% of projects in organics

Calls for proposals are on the website at www.sare.org/projects/. Planning grants and preliminary research grants are open now. Grants are submitted online. The large grants are not open now. Next call for proposals comes out in March. SARE funds about \$1.5 million a year, and the bulk is in Research and Education grants. The majority of our funded projects will still be in the biological sciences.

- Michelle: how is the info disseminated to people who may be interested in these grants?
- John: we try to fund the best proposals we get every year. The communications person sends out announcements to a list. Can go to the website and there is a calendar of what RFAs are out
- How many grad projects do you fund? (Steve M.) Normally we fund about 8.

SPDN Update

SPDN and National networks are grant funded cooperated agreements. Regions are broken up in terms of cropping systems and climate. The network was developed in 2002 in relation to homeland security. Diagnostics were put on the forefront because if we had something introduced to our systems, we wouldn't have known. We need to detect early and accurately. The growers will probably find things first, so we need to give them information. We also test tools from other companies to see how well they work.

We need to make sure people know how to collect a sample, diagnose a sample and who to talk to.

What can SPDN do for you?

- If you can't identify it or don't have time, we can identify a sample
- Have a built-in audience for getting things out to first detectors, such as tools. We can make sure the tools get out to the people that need them.
- We collaborate with others

Jim asked about the Advisory Council and expressed a desire to participate in other people's Advisory Councils. Carrie: we are developing a national Advisory Council, and that's where IPM will go.

Southern School IPM Working Group (Fudd Graham)

EPA introduced school IPM in early 90s, and Texas and Michigan adopted school IPM mandates in 1991 and 1992. The National Pest Management Strategic Plan for school IPM involved a 40-member working group to develop a plan to full implementation of IPM by 2015.

Problems with the national PMSP include lobbying language, suggestions about a ban of pesticides, and vague references to terms like "high level IPM." We want to use the best, safest use of pesticides possible. We would like to use the language of reduced risk.

The initial school IPM group set up a mission statement and identified research, extension, and regulatory priorities.

Projects:

- eXtension urban pest management CoP. It's called "pest management in and around structures." It went live about 3 weeks ago but we are still checking for mistakes.
- Texas Cost Calculator project, located at ipmcalculator.com. It does a budget, gives a rating of risk and suggested repairs
- EIPM grant—Marketing IPM as Green School Technology for Southern Schools. They are still translating materials into Spanish. They had a workshop that talked about green buildings and how they could help with IPM. One architect who was at the workshop is now holding lunch meetings about how to incorporate IPM into LEED standards. Had a mini working group meeting at the end that discussed adding chapters to the *Introduction to IPM in Schools* from Texas.
- Marketing School IPM: we have gone to several meetings, including SASBO and NSPMA.
- The group has reapplied for the EIPM grant.
- The group received a PRIA2 grant. The grant was given to the IPM Institute and all 4 regional groups are involved. As part of the grant, the working group did a demonstration project in Ascension Parish, LA. They also will be doing a coalition in North Carolina and begin a coalition in Alabama.
- SRIPM Enhancement Grant: will develop a pocket ID guide
- PESP Grant, pending: will involve a new demonstration in Arkansas.
- The group has met a lot of the priorities that were laid out in May 2007. They want to meet to reset new priorities.

- Carrie: what do we do with universities and colleges? Fudd: universities don't want to do IPM.
- Steve T.: When we gave the award to Chris Mills, his boss and his boss's boss was there, and his boss's boss was familiar with the building of schools. Getting the people who are involved in the building of the schools will be a big step.

Sustainable Homescapes Project

This is an initiative that is currently on hiatus. There is a need for IPM for homeowners that should be filled. This project would result in a comprehensive, online decision making tool for homeowners that want to make sustainable homescapes. Jim has made some contacts with Kathy Shay and Lucy Bradley. We got permission from the Steering Committee to move forward. It may be an opportunity to get people in the room to talk about how to do this.

We would be looking at geographic areas and build that up. No matter where you live, you could find the plants in your area that would be adaptable to your conditions. It is in the early stages. It follows the model of the Center being more directive.

Jim V. would like the AC would allow us to move forward with this. We would spend up to \$25,000 in the first year.

Lora Lee: It is hard to find information like this. It would be useful to have the plant list and also how to use the plants. Maybe have very simple plans that would help developers to do this.

Jim V.: the money might be to run a meeting.

Doug: why wouldn't you offer this up to the states as a possible project area? Jim: that's a way to go, but normally we don't do that. Directed RFAs are a way to take charge of steering the ship. Doug: one concern would be that the less money available to people in the states, the less interest states will have in the IPM Center. When there isn't sufficient funding, those people will turn their backs on you because they will have to turn to another agency to fund their bills.

Ames: only you know how full your plate is. If you're working on this, you're not working on something else. Second, are you looking for more reasons for being? Jim V: it's essential for any organization to look for more things to be involved in. Ames: it's a good idea, but you need to touch base with the horticulture departments.

Steve T: We don't need to be overly concerned that if we take on something new, something else has to be dropped.

State Contacts issue revisited

Clayton will gather information at what a state contact is supposed to do. We can start looking at that and have a timeline and figure out what we would like to do.

Jim V: we need a preliminary answer by July.

The discussion will be continued online.

Mike W.: We need to get together as a group with the Center and see what other things could be done. There are things to resolve that bring value to that approach. Maybe we should think about the other things on that RFA. In the RFA there are 7 different points that can be teased out and reconsidered. Maybe the state contacts could meet earlier and see what else can be done to keep that group busy.

Next meeting dates will be decided by the Steering Committee.