



## FOR IMMEDIATE RELEASE

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### Cornell entomologist Greg Loeb promoted to professor

By Joe Ogradnick

Greg Loeb, an expert in pest management and plant-insect interactions, has been promoted to professor in the department of entomology at Cornell's New York State Agricultural Experiment Station at Geneva, effective July 1.

"Greg is a tremendous asset to this department. He has the knack of being able to bring the best science to bear directly on problems of practical significance, which is exactly what is needed from Cornell scientists engaged in mission-oriented research," said entomology chair Dave Soderlund. "Greg also plays an important role as a source of pest management information for the grape and small fruit industries. His promotion is well deserved, and I expect that he will play important leadership roles in the department and College in the future."

Loeb's research program studies the principal factors that influence the population dynamics and community structure of arthropod herbivores in agricultural and natural ecosystems in order to shape pest management programs for grape and small fruit crops. He also seeks to develop novel approaches to pest management based on host plant traits and other environmental factors that influence interactions between plants and their herbivores and, in turn, herbivores and their natural enemies.

In extension, Loeb strives to transfer his findings on pest biology and control to growers so that they will be better informed about pest management decisions.

His priority is to educate growers and pest control advisers about the proper and effective use of pesticides. In addition, however, he tries to include other approaches to pest control such as the use of predators and parasites, cultural techniques, and host plant resistance.

Loeb is the author or co-author of more than 60 refereed research publications, more than 35 extension publications, one book chapter, and he has been an invited speaker numerous times.

Loeb received his B.S. from the University of California at Davis in 1977, his M.S. from San Diego State University in 1982, and his Ph.D. from the University of California at Davis in 1989. He came to the Geneva station in 1995.

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Greg Loeb

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