

Title of project: Communication for Continuing Impact: Creating an ornamental IPM web-based resource for growers and Cornell Cooperative Extension educators

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Abstract:

Implementing Integrated Pest Management (IPM) on farms can be a complicated and very information-dense process. Many growers use web-based information but it can be difficult to find what you need when you need it. While the New York State IPM Program has an ornamentals IPM webpage, it was not oriented toward ease of use by growers. Ornamentals covers greenhouse, nursery, Christmas tree, and sod growers, and while some information might be relevant to all, much is more commodity specific. Adding commodity orientation to the web presence makes the information more easily searched for growers and for Cornell Cooperative Extension (CCE) educators working with producers. The objective of this project is to create a webpage based information hub for ornamental IPM to encourage communication between growers, CCE educators, faculty, and IPM personnel. Progress to date includes the creation of the webpages that will serve as the central organizing point for the information hub.

Justification:

Finding integrated pest management solutions for ornamental crops is an information dense activity and we continue to find gaps in the essential multidirectional communication between growers, Cornell Cooperative Extension (CCE) educators, Integrated Pest Management (IPM) personnel, and research faculty. There are at least 1,000 ornamental producers in the state, growing greenhouse and nursery crops, Christmas trees and sod. And pest management is one of the top 3 limitations to production as identified by growers. Most Extension educators are required to cover ornamental production questions in addition to their specialty areas. While we are trying to address the issue through listserves for pest updates, mobile applications for scouting and biological control, and overall changes to the IPM website, there is still a need for an easily accessible and clearly formatted webpage that serves as a central information hub for pest management updates, events, research highlights, new pest reports, and newsletters that are designed for grower and educator needs. There is currently a Cornell Greenhouse webpage, but no equivalent pages for nursery, Christmas tree, or sod producers and no IPM-specific webpages for these commodities. The intent of this project is to coordinate, and add to, existing resources in a similar fashion to the Cornell Fruit webpage. Pages will be created for general ornamental information and for resources specific to greenhouse, Christmas tree, nursery and sod production.

Objectives:

1. Create a webpage based information hub for ornamental integrated pest management to serve as a framework for communication between growers, CCE educators, faculty and IPM personnel.

2. Have growers and Cornell Cooperative Extension educators evaluate the web-based information hub to determine if it meets their needs for information access and specific resources.

Procedures:

1. Design a draft template based on existing sites such as the Cornell Fruit webpages. Important design considerations include information flow and ease of use. Include general information such as events, newsletters, and other related links, as well as specific pages for greenhouse, nursery, Christmas tree and sod information.

2. Survey growers on their needs for information, how they can best access it through the web, and if the draft webpages meet their needs. Solicit suggestions for additional resources to add to the web-based hub.

Survey CCE educators with commercial horticulture and consumer horticulture for an in depth evaluation of the current materials and other similar sites, their needs for information, how they can best access it through the web, and if the draft webpages meet their needs. Solicit suggestions for additional resources to add to the web-based hub.

3. Update web-based resources and web-pages based on survey results.

Results to date:

Creation of the draft webpages is accomplished. Webpages for Christmas tree, nursery, greenhouse and sod production are accessed through the overall NYS IPM website (<http://www.nysipm.cornell.edu/>) – or can be accessed directly through searches. From the ornamental IPM home page, buttons for each commodity link to specific pages for that commodity as well as Pest Alerts (information on quarantine pests and other pests of note (disease, insect, weed)), an About link with contact information, and an overall publications search option.

Each commodity page – Greenhouse, Christmas tree, Nursery or Sod Production – has up-to-date information through commodity oriented blog posts, the feed from the @ornamentalipm Twitter account, and a feed of related events. A blog was created for each commodity tied to a list-serve in the cases of Christmas trees and greenhouses (see below). The blogs allow information from list serve posts, as well as other information collected, to be tagged by topic, archived and searchable. There are buttons for Publications and Resources that relate to the commodity.

All pages and blogs are currently live.

Web-pages

http://www.nysipm.cornell.edu/nursery_ghouse/greenhouse.asp

http://www.nysipm.cornell.edu/nursery_ghouse/christmas_tree.asp

http://www.nysipm.cornell.edu/nursery_ghouse/nursery.asp

http://www.nysipm.cornell.edu/nursery_ghouse/sod_production.asp

Blogs

<http://blogs.cornell.edu/greenhouseipm/>

<http://blogs.cornell.edu/coniferipm/>
<http://blogs.cornell.edu/nurseryipm/>
<http://blogs.cornell.edu/sodproductionipm/>

Implications

Based on the interaction we have with growers on the existing Christmas tree and greenhouse list serves, we expect that the development of a web-based information hub will result in an increased access to information on demand from growers, CCE educators and faculty, an improved multi-directional interaction with them. We believe that improving this interaction and accessibility of the information will lead to an increase in the implementation of IPM among NY ornamental producers. Over time, these changes can be linked to environmental and economic impacts.



- About ▾
- Greenhouse ▾
- Christmas Tree ▾
- Nursery ▾
- Sod Production ▾
- Pest Alerts ▾
- Search the Publications Database

[->Home](#) > [nursery_ghouse](#) [IPM Events Calendar](#)



Greenhouse IPM Update

Tue, 13 Jan 2015 00:15:19 +0000

January 12, 2015

A new year and LOTS more information. And presentations. And reports to write. No easing into the year here! Apparently Apps are it! The Greenhouse Scout app – long awaited by me at least! – is now available. And only \$9.99! Android and Apple. Please let me know if you have questions or comments or [...]

2015 Empire State Producers Expo

Jan 21, 2015
This show combines the major fruit, flower, vegetable, and direct marketing associations of New York State in order to provide a comprehensive trade show and educational...
Location: [Oncenter Convention Center in Syracuse, NY](#)

[See more events here](#)

Tweets [Follow](#)

 **Elizabeth M. Lamb** 14 Jan
@ornamentalipm
Who knew? Snail love darts and pulling my

IPM for Ornamental Nurseries

HOME RSS



January 16, 2015

January 16, 2015 · No Comments · Pesticide application

Smart sprayers – that know when there are plants to spray and when to turn off! This technology has been used in other situation but Oregon State University is working on it for nursery applications. Watch the [video](#)!

Tags:

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