

## **NYS IPM Project Annual Report**

**Project Title:** Improving Field Crop Extension outreach through enhanced growing season communication and outreach

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**Project Start:** 1/1/2012

**Project Term:** 10/31/2014

**Report Fiscal Year:** 2014

### **Executive Summary**

Cornell Cooperative Extension (CCE) educators are Cornell University's front line in helping New York field crop producer clientele with crop production and pest management issues. Keeping CCE personnel informed on the latest information and developments helps us meet Cornell's high standards for extension outreach and provides clientele with quality, pertinent, timely and user-friendly programs and resources that maximize our educational impacts. Enhancing communication opportunities between CCE county and campus personnel helps strengthen the outreach network, and is an important component of CCE's professional development. 2014 marked the third and final year of this funded project and seventh year overall of the call series. This season twenty-two conference calls were held between 5/8/14 and 10/16/14 to improve campus and field staff communication regarding field crop pest and crop management issues during the growing season. Each forty-five minute call averaged 13 participants. Conference call participants were better equipped to conduct their outreach efforts and meet the field crop pest management needs of their stakeholders. Enhanced communication among CCE personnel with field crop responsibilities improved effectiveness of outreach efforts regarding timely pest management issues. In addition to direct communication during the conference call, topics discussed were summarized and highlights made available to other stakeholders weekly through on-line NYS IPM Weekly Pest Report blogs available at the NYS IPM Program field crops website. Articles from the Weekly Pest Report are frequently used in various extension newsletters and other media including Facebook and Twitter postings with an estimated outreach of 8,000 subscribers. An end of season evaluation to document feedback, suggestions and potential impacts of the conference call series was very positive. Participants expressed much interest and support to continue the conference call series in 2015.

### **Issue**

County and regional Cornell Cooperative Extension (CCE) field crop educators are Cornell University's front line in helping New York field crop producer clientele with crop production and pest management issues. Keeping CCE personnel informed on the latest information and developments helps us meet Cornell's high standards for extension outreach and provides clientele with quality, pertinent, timely and user-friendly programs and resources that maximize our educational impacts. Regular communication between CCE county and campus personnel helps strengthen the outreach network, and is an important component of CCE's professional development. CCE personnel translate knowledge gained from these educational opportunities into outreach materials and other resources to effectively meet needs of clientele.

Integral to regular communication and team building is an open exchange of information between individuals with varying levels of experience. Seasoned experts are able to help new extension personnel gain a statewide perspective of production issues and opportunities in real

time. Regular dialogues provide a forum for review and discussion of new information and technologies, including strengths, weaknesses, and advantages of adoption. Frequent communication assures our unified vision and strengthens our consistent outreach message. These exchanges are often instrumental in helping to identify applied research needs, local demonstration opportunities, and the development of outreach resources / programs.

### **Progress Summary**

Cornell Cooperative Extension (CCE) educators are Cornell University's front line in helping New York field crop producer clientele with crop production and pest management issues. Keeping CCE personnel informed on the latest information and developments helps us meet Cornell's high standards for extension outreach and provides clientele with quality, pertinent, timely and user-friendly programs and resources that maximize our educational impacts. Enhancing communication opportunities between CCE county and campus personnel helps strengthen the outreach network, and is an important component of CCE's professional development. In 2014, the final year of funding for this project, twenty-two conference calls were held between 5/8/14 and 10/16/14 to improve campus and field staff communication regarding field crop pest and crop management issues during the growing season. Each call averaged 13 participants and lasted forty-five minutes.

Enhanced communication among CCE personnel with field crop responsibilities improved effectiveness of outreach efforts regarding timely pest management issues. In addition to direct communication during the conference call, topics discussed were summarized and made available to other stakeholders through 22 on-line NYS IPM Weekly Pest Report blogs (<http://blogs.cornell.edu/ipmwpr/2014/>) available at the NYS IPM Program field crops website. Weekly Field Crop Pest Report 2014 reached over 450 subscribers directly via blog and list-serves, and over 8,000 more with reposts to other newsletters, and re-tweets to Facebook (160 followers) and Twitter (266 followers). This year's call was particularly effective in communicating timely information on pest activity such as outbreaks of northern corn leaf blight and gray leaf spot, white mold of soybeans, western bean cutworm, wheat and corn fungicide use decisions, and dairy cattle biting and nuisance fly pests. An end of season evaluation questionnaire was used to document feedback, suggestions and potential impacts of the conference call series. The evaluation documented overwhelming support to continue. Participants expressed much interest and support to continue the conference call series in 2015.

### **Expected and Observed Impact**

The objective of this effort was to improve the timely statewide communication of pest management and crop production among field crop CCE personnel during the growing season. As in previous years (2008-2013) of field crop conference call implementation, CCE personnel with field crop responsibilities took advantage of the weekly opportunity to share observations, gain insights, acquire and present practical knowledge and technical information in an in-house professional development environment. These timely efforts enhanced field crop extension personnel (educators and faculty) communication and awareness on current pest and crop conditions. In addition, the timely forum allowed for discussion of anticipated pest, crop and weather issues, integrated pest and crop management and potential extension programming opportunities. The majority of those involved participated every year with new extension field staff joining in the discussions with more experienced field staff. As their schedules permitted, a

total of twenty-seven individuals actively participated and contributed to the projects success over its seven-year duration. Project evaluations each year have documented participants found value in the timely updates, discussion, professional development and team building aspects of the conference calls that could then be used to increase potential extension outreach impacts with stakeholders.

The primary benefit of the conference call program lies in the enhanced communication and professional development of the extension personnel involved. Stakeholders ultimately benefit from this effort through the potential enhanced extension outreach impacts related to an increased timely awareness of pest issues, pre-emptive monitoring and management of potential pest problems that help grower stakeholders minimize or avoid pest impacts, better address pesticide use decisions and protect net profitability.

All Cornell Cooperative Extension (CCE) educators and Cornell faculty with field crop responsibilities were invited to participate. In 2014 a total of twenty-seven CCE county and regional based educators and Cornell extension field crop specialist faculty participated in the twenty-two calls held during the growing season between 5/8/14 and 10/16/14. Weekly calls averaged 13 participants with active participation and contributions by Cornell field crop specialists Drs. Russ Hahn (weed scientist), Gary Bergstrom (plant pathologist) and Margaret Smith (plant breeder). Weekly Field Crop IPM Conference Calls included roll call, weather outlook (Northeast Region Climate Center), participant sharing of statewide pest and crop observations, and a review of the following weeks pest watch list. The weather outlook was provided by Jessica Spaccio (Northeast Climate Center). Field observations were shared by field crop CCE educators, IPM personnel and crop specialist faculty. Highlights of current pest status discussions were summarized for inclusion in the “View from the Field” feature of the NYS IPM Weekly Field Crop Pest Report blog. This on-line newsletter (<http://blogs.cornell.edu/ipmwpr/#>) is intended for use by field crop professionals including producers, extension, agribusinesses, consultants, federal, state and local personnel and the general public. Articles from the Weekly Pest Report are frequently used in various extension newsletters and other media including Facebook and Twitter postings with an estimated outreach of 8,000 subscribers. The Weekly Field Crop Pest Report 2014 reached over 450 subscribers directly via blog and list-serves, and over 8,000 more with reposts to other newsletters, and re-tweets to Facebook (160 followers) and Twitter (266 followers).

The season 2014 growing season was marked by early season rainy weather conditions that delayed planting, affected weed control efforts including timing of pre- and post-plant herbicide applications. Insect and disease issues were generally moderate this season with the exception of white mold of soybeans, an increase in western bean cutworm populations, late season issues with northern corn leaf blight and Gray leaf spot in corn. New or unusual pest issues observed and discussed this season included potential glyphosate resistant tall water hemp; Cercospora leaf blight (soybean – purple seed stain); northern corn leaf blight on brown midrib corn; stem canker (soybean); and epidemics of white mold detected in northern NY counties for 1<sup>st</sup> time (soybeans). Bird damage to corn and wheat presented issues again this season.

Weekly calls helped CCE field crop personnel keep informed on current status of statewide pest issues and provided a forum for detailed discussions on a variety of topics including: updates on

the Fusarium Head Blight prediction model and fungicide use decision making (wheat), corn fungicide use considerations, western bean cutworm updates on risk to sweet and field corn and dry bean, weed management recommendations and decision making, vertebrate damage to field crops, sharing of timely resources and field monitoring reminders.

Participation in the field crop conference calls enhanced CCE outreach through timely communication among extension field staff enabling improvements to local outreach. CCE personnel could easily transform knowledge and insights gained from conference call discussions into direct outreach to local stakeholders resulting in improvements in cost effective and environmentally sound pest management decision-making.

A Google survey tool was used to collect end of season program evaluations. Evaluations were very positive with participants reporting the conference calls were a very worthwhile, helpful experience, increased participant awareness of current field issues, provided pertinent timely information critical for outreach and identified a “go-to” person or resources if additional information was needed. Results of the evaluation survey are available on request. In addition to the weekly conference call audience, the Weekly Field Crop Conference call was discussed and the program evaluation shared as a topic within the Livestock and Field Crop IPM update at the Cornell Cooperative Extension November 2014 CCE In Service, Ithaca NY 11/19/14. Participants expressed much interest and support to continue the conference call series in 2015.

**Project Conclusion:** (Summarize the entire project’s impact, outcome, etc)

2014 marked the final year of this 3 year Cornell CALS USDA Smith-Lever Grant.

The objective of this effort was to improve the timely statewide communication of pest and crop production management issues among field crop CCE personnel during the growing season.

Over the three seasons of field crop conference calls, CCE personnel with field crop responsibilities contributed to this weekly opportunity to share observations, gain insights, acquire and present practical knowledge and technical information in an in-house professional development environment. These timely efforts enhanced communication by field crop extension personnel (educators and faculty) and the collective awareness on current pest and crop conditions. Dairy cattle pest management issues of timely significance were also discussed on occasion. In addition, the timely forum allowed for discussion of anticipated pest, crop and weather issues, integrated pest and crop management including reviews of problem identification, assessment and management alternatives, and identification of research and resource needs and potential extension programming opportunities. The majority of those involved participated each of the three years with new extension field staff joining in the discussions with more experienced field staff. In addition to extension field staff educators and NYS IPM Program personnel Cornell field crop specialists Russ Hahn (weed scientist), Gary Bergstrom (plant pathologist) and Margaret Smith (plant breeder) consistently contributed providing their expertise and perspectives to the discussion.

The Weekly Field Crop Pest Conference Call successfully continued to strengthen communication among field crop extension personnel actively engaging up to 27 extension educators and specialists in timely conversation about current pest observations and issues. These efforts have enhanced the field crop extension team effectiveness and our ability to anticipate, prepare and respond to seasonal pest management challenges. In addition, the calls have contributed to professional development and team building of this extension network.

Post-meeting activities included summarizing the weekly weather outlook and field observations for inclusion in the NYS IPM Weekly Field Crop Pest Report blog (<http://blogs.cornell.edu/ipmwpr/#>) an on-line newsletter. The intended audience for this newsletter includes CCE personnel, crop advisors, agricultural industry, farmers and others. Direct and multiplier effect distribution of this blog, including articles extracted for other newsletters, posts and tweets to Facebook and Twitter, was estimated at 8,000 in 2014.

Resource links and supplemental information discussed during the conference call were [http://www.nysipm.cornell.edu/organic\\_guide/dairy\\_org\\_guide.aspx](http://www.nysipm.cornell.edu/organic_guide/dairy_org_guide.aspx) shared with CCE participants via follow up email.

Participants were regularly polled during the season for feedback regarding the conference call. An end of season questionnaire was shared each year. Responses were consistently universally very positive emphasizing the value of timely updates, discussion, professional development and team building.

The following responses to the 2014 evaluation are consistent to the types of responses to the same question in previous years.

**Were there one or two items discussed during the conference call that helped you make an impact with producers or clientele?**

- I learn something each week, especially when Gary Bergstrom, Russ Hahn, Keith Waldron or Ken Wise are participating in the call.
- Tracking current information on potential or emerging pest issues helped optimize effective outreach to stakeholders. Hearing about new pest findings such as suspected herbicide resistant weeds, new soybean diseases and status of Fusarium Head Blight enhanced my crop monitoring efforts as well as communications with growers.
- During the last webinar, having Keith's presentation on WBC and its implications was very useful in future scouting practices and what to tell producers as they hear more about this pest. I also enjoyed the scissor cut reports from around the state, as it helped to push the timeliness of forage harvest.
- The conference call is very important to me in that it helps gather weekly timely pest information for the NYS IPM Weekly Field Crops Pest Report.
- Timely management decisions 2) Management strategy specifics
- Tracking current information on potential or emerging pest issues helped optimize effective outreach to stakeholders.
- An example from our 2013 Call evaluation: [Weather during flowering of wheat in our area was not supportive of fusarium development. The map showed us at low levels for that period. When Mike mentioned that they had growers that tested their wheat and they had significant levels of DON I immediately called the 6 major wheat growers and they tested](#)

their wheat. Some found significant DON levels. The testing saved them an expensive trip to the mill and refusal.

This season's evaluation also received suggestions for additional pest management or professional development topics as subjects for off-season field crop conference calls. These will be helpful in development of future field crop IPM programming. Results of the evaluation survey are available on request.

The primary benefit and potential impact of the conference call program lies in enhanced communication and professional development of the extension personnel involved. Stakeholders ultimately benefit from this effort through enhanced extension outreach impacts related to increased timely awareness of pest issues, pre-emptive monitoring and management of potential pest problems that help grower stakeholders minimize or avoid pest impacts, better address pesticide use decisions, and protect net profitability.

Plans for 2015: There is much enthusiasm and support for continuing the Weekly Field Crop Pest Conference call series indefinitely. In 2015, the "call" will utilize the Cornell supported WebEx platform. WebEx will enhance our communication and collaborative mission providing conference call access through phone or internet. WebEx is free to Cornell Cooperative Extension personnel and is widely used by CCE field educators. An additional feature is the ability to archive any presentations made enabling us to create a library of resources on pertinent field crop pest management topics. Our 2015 effort will continue to enhance networking among field crop extension educators, strive to increase the number of participants, incorporate more use of WebX collaboration software to archive presentations for training purposes and invite presentations by subject matter specialists.

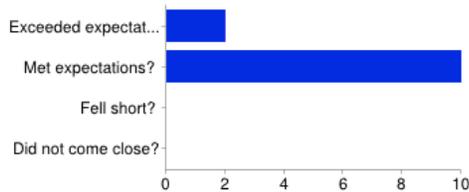
**Acknowledgement:**

Funding for this Cornell CALS project provided through a USDA National Institute of Food and Agriculture Smith-Lever Grant.

**Appendix: 2014 NYS IPM Field Crop Weekly Conference Call - Evaluation Summary**  
(Summary modified from Google Survey Instrument)

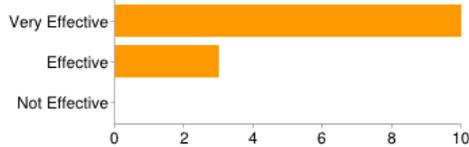
## 2014 NYS IPM Field Crop Weekly Conference Call Evaluation Summary

**The goals of our 2014 NYS IPM Field Crop Weekly Conference Call series were to “Improve timely statewide communication of pest management and crop production among field crop CCE personnel during the growing season.”**



Exceeded expectations?	2	15%
Met expectations?	10	77%
Fell short?	0	0%
Did not come close?	0	0%

**Was the conference call a good medium for timely statewide communication of CCE Pest Management information?**

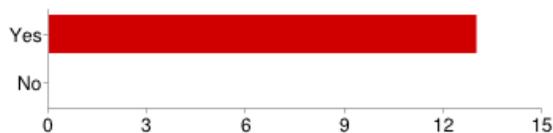


Very Effective	10	77%
Effective	3	23%
Not Effective	0	0%

**Were there one or two items discussed during the conference call that helped you make an impact with producers or clientele?**

- I learn something each week, especially when Gary Bergstrom or Russ Hahn or Keith Waldron or Ken Wise are participating in the call.
- Tracking current information on potential or emerging pest issues helped optimize effective outreach to stakeholders. Hearing about new pest findings such as suspected herbicide resistant weeds, new soybean diseases and status of FHB enhanced my crop monitoring efforts as well as communications with growers.
- Yes, the milkweed issues (sorry Russ) and WBC research.
- During the last webinar, having Keith’s presentation on WBC and its implications was very useful in future scouting practices and what to tell producers as they hear more about this pest. I also enjoyed the scissor cut reports from around the state, as it helped to push the timeliness of forage harvest.
- The conference call is very important to me in that it helps gather weekly timely pest information for the NYS IPM Weekly Field Crops Pest Report.
- Yes, I just can't remember right now.
- Timely management decisions 2) Management strategy specifics
- Tracking current information on potential or emerging pest issues helped optimize effective outreach to stakeholders.

### Would you recommend participation in these field crop conference calls to other CCE personnel?



Yes	13	100%
No	0	0%

### Do you have any suggestions on how to strengthen involvement by other CCE educators?

- Encouragement by Executive Directors?
- Not sure how it could be done, but possibly offering Pesticide Credits or CCA credits at the webinar would be really helpful not only to CCE staff, but may encourage more Field Crops educators to a) get their CCA certification and b) participate more from week to week.
- I can't imagine why CCE educators would not participate. Perhaps some do not have a lot of involvement with field crops. Maybe more livestock pest information would help them.
- coercion, bribery, extortion?
- Could possibly rotate a segment of the call to "what's new in...(insert crop. pest etc...)" with different Educators or State Specialists as the presenters. It would give participants an active role in the call, and provide an opportunity for professional development.
- Invitation to participate sent to current/updated mailing list of all CCE educators with field crop responsibilities? Invite CCE Educators to make 10 minute presentation on **their** pest management activities

### What did you like the most about the NYS Field Crop Weekly Conference Call?

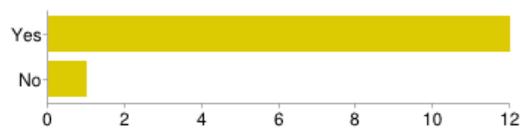
- Info about what is going on around the state.
- Sharing and hearing current information. Getting a statewide perspective and heads up on new and emerging issues. Enhances communications and field crop extension networking/team building
- The consistent availability and ease with which to communicate with others.
- timeliness of information and weekly updates.
- It's good to touch base with other educators across the state.
- When everyone would share their pest issues.
- All of it is good: field reports, and topics covered by faculty.
- Sharing observations & perspectives, discussing & confirming information with state specialists.
- I like the relaxed and optional nature of it. If you don't have time to call in, you can still read about the discussion in the pest report. I found the last meeting, via webex, to be a great way to discuss things as we can see visual information as well.
- Hearing what is going on around the state (educator reports)
- I enjoyed hearing from the Cornell folks (Keith, Russ, Gary, Margaret, etc) about what they are seeing in the field and what we as educators should be on the lookout for. It gives the educators in the field topics to discuss with producers and things to report back on during future weeks. I also really enjoyed when the meeting went to webinar. It was great to be able to see slides of information, especially with the weather reports, and gives a great way to access either by phone or by computer.

- Sharing and hearing current information.  
Getting a statewide perspective and heads up on new and emerging issues.  
Enhanced communications and field crop extension networking/team building

**What did you like the least about the NYS Field Crop Weekly Conference Call?**

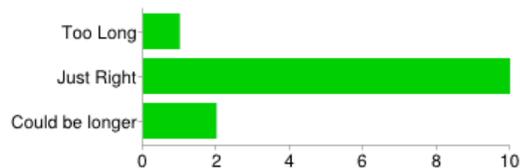
- Too much time going "around the room" so everyone has a chance to speak. Often there is a speaker on a particular subject and they go after everyone else has discussed what is happening in their area. Suggest speakers come immediately after weather so if one only has a short time to listen in they can hear that speaker.
- When we divert to other agronomic issues like nutrient management.
- At times when a question was posed by an individual, sometimes the discussion was hard to follow, especially when multiple educators started to respond and spin off different discussion points. I think that if we do end up going to a webinar home for the conference call, and it could be recorded, an educator could go back and review something that was said during the discussion.
- Sometimes some educators get a bit wordy.
- Weather. I can look that up myself.
- Sometimes the sound quality was not very good. It was especially hard to hear Jessica's weather report. The webex system seemed to provide much better sound quality.
- Not always sure if it's always supposed to be exclusively pest-focused or if it officially goes into agronomics as well. Content is not always applicable to my region, but I don't have great suggestions for this, since we're in the minority re: not being a dairy-dominated ag region.
- Limited time to get into some topic areas. On occasion - Going into off topic discussions for extended periods of time.
- People forgetting to mute their lines.
- Limited time to get into some topic areas.  
On occasion - Going into off topic discussions for extended periods of time.

**Was the 8:30 - 9:15 am Thursday a convenient meeting time?**



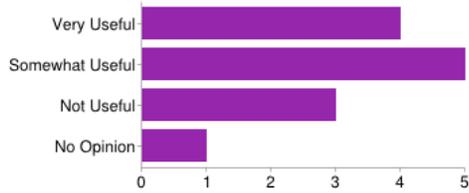
Yes	12	92%
No	1	8%

**The meeting length was:**



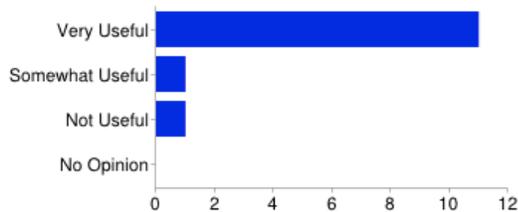
Too Long	1	8%
Just Right	10	77%
Could be longer	2	15%

**Weather Outlook [We are interested in your assessment of the following components of the Conference Call]**



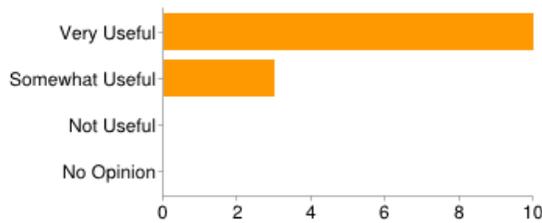
Very Useful	4	31%
Somewhat Useful	5	38%
Not Useful	3	23%
No Opinion	1	8%

**CCE County Updates [We are interested in your assessment of the following components of the Conference Call]**



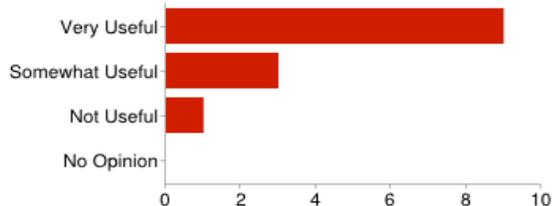
Very Useful	11	85%
Somewhat Useful	1	8%
Not Useful	1	8%
No Opinion	0	0%

**Featured Pest topic(s) [We are interested in your assessment of the following components of the Conference Call]**



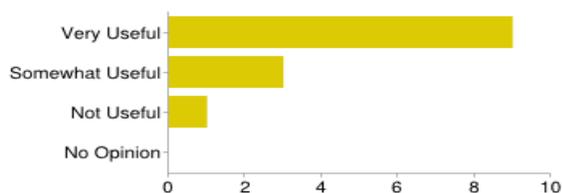
Very Useful	10	77%
Somewhat Useful	3	23%
Not Useful	0	0%
No Opinion	0	0%

**Specialist Updates [We are interested in your assessment of the following components of the Conference Call]**



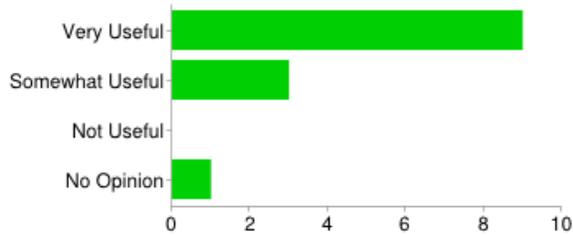
Very Useful	9	69%
Somewhat Useful	3	23%
Not Useful	1	8%
No Opinion	0	0%

**Presentation (Powerpoint, shared photo's) [We are interested in your assessment of the following components of the Conference Call]**



Very Useful	9	69%
Somewhat Useful	3	23%
Not Useful	1	8%
No Opinion	0	0%

**Links - (follow up email) [We are interested in your assessment of the following components of the Conference Call]**



Very Useful	9	69%
Somewhat Useful	3	23%
Not Useful	0	0%
No Opinion	1	8%

**Do you have any specific comments or suggestions to improve next season's NYS IPM Field Crop Weekly Conference Call series to better suit your field crop IPM extension needs and those of your clientele?**

- Switch to webex entirely.
- Thank you for doing it!
- I would appreciate a weather report that discusses the big picture of what will happen in the next month, and what factors/events go into that longer range prediction.
- My needs are met
- Like I had said above, highlighting the Specialist's needs and info was the most valuable to me as an educator in the field. I also enjoyed when additional information was presented (or would have been presented, such as the PMEP databases, etc).
- I think the ability to share media in real-time will be a great boon to the call.
- Specialist updates on on-going research and insights always welcome.  
Think that the WebEx format will allow for easier and more sharing of digital images, ppts, - a good addition. Also flexible call-in ability for those away from their office / computer.
- Where there is interest or need - Bring in outside speakers, experts from other states to discuss their areas of expertise? Separate meetings on special topics of mutual interest?

**We will be using the WebEx program for future NYS IPM Field Crop Weekly Conference Calls. This program would allow the calls to be recorded. How would you feel about conference calls being recorded and archived?**

- Think it will be a good thing, no problems here. Who will have access to the recorded calls?
- I think it would be helpful for those times when I'm not able to participate in the calls.
- I'd find a written synopsis to be superior to a recorded discussion, though if the written synopsis was not available the recording would be the next best thing. A written summary allows me to be more efficient with my time.
- It would be useful to have the sessions recorded. If we missed a call we could always "catch up". This also could be a drawback as well and reduce participation if there was an opportunity to listen to the call at a later time.
- You might lose the open and frank nature of the calls, which I appreciate. Your weekly email to summarize the important points of each call is useful. I would not go back and listen to a 45 minute recording to get the few points that I missed.
- Fine by me.
- It's probably fine if participants remain professional but simultaneously aren't deterred from being candid if it is appropriate and called for. Also not sure how useful the archives might be in the end.
- It should generally be a good thing, although I think some of us won't be quite as candid if we know it's being recorded.
- I do not believe the calls should be recorded and archived. People will be much more guarded about what they say. I am not the most active participant now and would be much less inclined if recording takes place. If recording does take place it should be relegated to someone who is actually making a specific presentation that day.
- I think specific subject matter presentations would be nice to have recorded.
- Archives would be a good historical record if a person missed a call. Would individual go back to listen to the 45 minutes. Would group feel less open to frank discussions if call was recorded? Who would have access to the archived calls?
- As addressed above, the recordings are a great tool for accessing information that may have been missed, especially for educators in the field, attending to clients, or otherwise distracted. I think that the recordings provide a great way to catch up on a field call that was missed, or review information from a previous week. I feel that we don't talk too much about information that is confidential, so a recording shouldn't really incriminate staff. The one issue that I could see coming about it that with a recording, not as many folks will be worried about missing timely information (Since they can access it at any time), and therefore will be less likely to attend the live call, thus reducing the input from the field. Not sure how to address this, but could be one potential consideration about recorded materials.

**Do you have any suggestions for additional pest management or professional development topics to be subjects for off-season field crop conference calls?**

- Maybe some general pest management discussions or presentations - scouting strategies, pest and weed control options, how to submit samples to campus, what can campus folks help us with, potential funding agencies for pest-related grant proposals ...general topics.
- I would really enjoy hearing from PMEP about the pesticide database that was planned for one of our last calls. It would be great to have an overview of the pesticide changes for 2015 (newly approved products, label changes, etc) Information on crop marketing would be interesting (I know that is more into business management, but could fit a bit into discussions) Maybe some more technicals on identification for some of the newer pests/diseases/weeds coming into the state. I really enjoyed Keith's presentation during the last webinar about the WBC trapping, and some of the early implications that it has been having for future scouting.
- Research updates by educators? WE get the faculty & specialist research updates at the in-service, but have few clues as to what is happening in individual counties/regions.
- Pest management updates? Review of IPM approach to managing different pests (for example: review of monitoring techniques, identification of different pests) Preview of different specialist talks that could be archived for use by specialists and county educators - such as managing pesticide resistance, GMO's, the neonicitinoid and bee issue - possible posting to the fieldcrops.org website?. Perhaps talks on new and emerging research topics or other areas of mutual interest - such as how to use MAPL a new electronic technology, digital photography
- Stored Grain IPM, small grains IPM
- We are getting a speaker from U of North Dakota to come to several meetings. It may be good to discuss this coordinated effort and to talk about the state-wide barley project.
- Pest management updates? Review of IPM approach to managing different pests (for example: review of monitoring techniques, identification of different pests)
- Preview of different specialist talks that could be archived for use by specialists and county educators - such as managing pesticide resistance, GMO's, the neonicitinoid and bee issue - possible posting to the fieldcrops.org website?.
- Perhaps talks on new and emerging research topics or other areas of mutual interest - such as how to use Mobile Access to Pesticides and labels (MAPL), trends in extension outreach (distance training platforms, facebook, twitter?), needs for the field crop extension website, digital photography, collaborative software, access to the FCrop Guide on-line?

**Future pest management programming? We would like to ask for your input regarding needs, opportunities and priorities for field crop or livestock pest management related research and extension. Please take a moment to share your thoughts and suggestions:**

- I need to teach people in my county how to scout field crops for pest and weed challenges. I need to attract young people to the field with this type of offering. A general outline or curriculum for this type of class would be helpful.
- Weeds and more IPM as counties follow suit with Westchester Co and restricted use of most pesticides and herbicides.
- Corn Rootworm, Fusarium head blight on small grains, white mold in soybeans, potato leafhopper in alfalfa, western bean cutworm in corn, new soybean diseases as production increases, gray leaf spot and northern corn leaf blight in corn, insect pest resistance management with genetically engineered crops, fungicide and herbicide resistance management.
- Western Bean Cutworm issues for corn growers, growing number of soybean diseases i.e. soybean vein necrosis, northern stem canker, brown stem rot, sudden death syndrome, the possibility of soybean cyst nematodes, glyphosate tolerant weeds
- Diseases in corn, soybeans, and small grains The likelihood of herbicide resistance weeds No herbicide available to control grass weeds in malting barley Insect resistance to current control measures and new insects becoming damaging to crops. Can unmanned aerial systems become part of IPM?
- Emerging value added small grains issues- Pre-harvest sprouting, stored grain pest IPM, Fusarium management, Ergot in rye, appropriate rotations for small grains, weeds in spring grains, cultivation strategies, post harvest grain management. Understanding grain quality (including corn) parameters for value-added end uses (baking, distilling, brewing, other culinary applications).
- pesticide (insecticide, herbicide, fungicide, GMO) resistance; effective methods to reach the next generation of stakeholders; information, monitoring and management techniques for new and emerging pests; dairy cattle fly management for animals in confinement and on pasture, insecticide resistance and alternatives for dairy fly management; IPM in the field educational opportunities for growers and professionals; improved web based (smart phone compatible) educational tools and resources, continued use and development in proficiencies in our extension distance learning outreach
- Are we headed for a crash in corn pest management with all this technology (seed-applied insecticides, GMO-rootworm, new GMO herbicide resistances). We may have our head down trying to plow forward, and we are not looking up very much to see what is actually happening.
- Field crop diseases
- Resistance Management, especially related to the corn rootworm issue in NY. (Specific to that topic, I think it may be useful to have a survey that identifies what areas of the state are using specific GM traits and how that relates to the intensity of which we should focus on resistance management. This information could be mapped as areas of high GM-BT use versus low GM-BT use. Cover Crop Use on Infestation of Black Cutworms - I have a few producers that refuse to consider cover crops because they believe that it increases numbers of black cutworms. It may be useful to explore what cover crops (broadleaves, grasses) affect

Black Cutworm populations in the field. (I only include this because my producers say it all the time) Deer Damage in Soybeans: Ways to reduce deer damage in soybeans.

- Managing emerging pest resistance to transgenic controls.
- Agricultural economics, veterinary entomology and links to animal health, food safety, pesticide and antibiotic resistance
- Pesticide (insecticide, herbicide, fungicide, GMO) resistance; effective methods to reach the next generation of stakeholders; information on monitoring and management techniques for new and emerging pests; dairy cattle fly management for animals in confinement and on pasture, insecticide resistance and alternatives for dairy fly management; IPM in-the-field educational opportunities for growers and professionals; improved web based (smart phone and tablet compatible) educational tools and resources, continued use and development in proficiencies in our extension distance learning outreach
- IPM considerations for pests affecting various types of cover crops being used (e.g. tillage radishes), pasture IPM, stored grain, organic field crop IPM alternatives/considerations, BMR corn, vertebrate IPM – birds, deer, etc. in row crops.

**If the opportunity arose is/are there a particular pest issue(s) you would be interested in collaborating on an extension/research project grant?**

variety trial regarding yield pest resistance	5	38%
pesticide resistance management	3	23%
evaluation of “Plant Health” pesticide application demonstrations	2	15%
improved management for specific pest(s)	5	38%
soybean sentinel field monitoring	7	54%
dairy cattle IPM demo or field meeting	4	31%
field crop IPM field meeting	6	46%
Other	1	8%

N = 13

JKW, November 13, 2014

## 2014 Weekly Field Crops Conference Call – Survey Instrument

Thank you for your active participation and contributions to our 7th season of Weekly Field Crop Conference Calls. There were twenty-three weekly field crop conference calls this season. Your involvement and input enhances the value of these meetings.

We would like to request a few minutes of your valuable time to provide feedback on this season's calls and some thoughts for the future. Your responses and constructive suggestions will be very helpful for improving next season's program.

Thank you in advance for your help!

Keith and Russ



The goals of our 2014 NYS IPM Field Crop Weekly Conference Call series were to “Improve timely statewide communication of pest management and crop production among field crop CCE personnel during the growing season.” \*Required How well have we met our goal this season?

- Exceeded expectations?
- Met expectations?
- Fell short?
- Did not come close?

Was the conference call a good medium for timely statewide communication of CCE Pest Management information? \*Required

- Very Effective
- Effective
- Not Effective

Were there one or two items discussed during the conference call that helped you make an impact with producers or clientele? If so please list 1, 2 or more examples

Would you recommend participation in these field crop conference calls to other CCE personnel? \*Required

- Yes
- No

Do you have any suggestions on how to strengthen involvement by other CCE educators?

What did you like the most about the NYS Field Crop Weekly Conference Call?

What did you like the least about the NYS Field Crop Weekly Conference Call?

Was the 8:30 - 9:15 am Thursday a convenient meeting time? \*Required

- Yes
- No

The meeting length was:

- Too Long
- Just Right
- Could be longer

We are interested in your assessment of the following components of the Conference Call\*Required

	Very Useful	Somewhat Useful	Not Useful	No Opinion
Weather Outlook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CCE County Updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Featured Pest topic(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specialist Updates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation (Powerpoint, shared photo's)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links - (follow up email)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any specific comments or suggestions to improve next season's NYS IPM Field Crop Weekly Conference Call series to better suit your field crop IPM extension needs and those of your clientele?

We will be using the WebEx program for future NYS IPM Field Crop Weekly Conference Calls. This program would allow the calls to be recorded. How would you feel about conference calls being recorded and archived? \*Required Are there pluses or minuses that should be considered?

Do you have any suggestions for additional pest management or professional development topics to be subjects for off-season field crop conference calls?

Future pest management programming? We would like to ask for your input regarding needs, opportunities and priorities for field crop or livestock pest management related research and extension. Please take a moment to share your thoughts and suggestions: \*Required What do you see as the most important pest(s) or pest management issues/challenges you and/or your clients will face in the next 5 years?

Are there specific field crop pest management areas you feel need additional extension efforts, resources?

If the opportunity arose is/are there a particular pest issue(s) you would be interested in collaborating on an extension/research project grant?

- variety trial regarding yield pest resistance
- pesticide resistance management
- evaluation of "Plant Health" pesticide application demonstrations
- improved management for specific pest(s)
- soybean sentinel field monitoring
- dairy cattle IPM demo or field meeting
- field crop IPM field meeting
- Other: