

**Title of project: The New York IPM E-Newsletter for Ornamental Crops**

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**Abstract:** In an effort to effectively distribute Integrated Pest Management information to extension educators in the Cornell Extension system a new electronic newsletter was established. The purpose of this e-newsletter is to provide regular integrated pest management updates that will benefit members of the commercial horticulture industry. Apparently the need was present because articles from this newsletter were widely used and distributed during its first year.

**Justification:** Many extension educators in the Cornell Extension system, who have responsibilities for ornamental crops, reach the growers in their area through regularly distributed newsletters. There currently is no other electronic resource on ornamental IPM available to agents in the Cornell extension system.

**Objectives:** The newsletter is to assist commercial horticulture educators in reaching their clientele with solid IPM information. The newsletter also serves as a link between university based research and the New York growers who can benefit from this information.

**Procedures:** Current IPM topics of interest are worked into articles by the three specialists in the Ornamentals Team. Ideas for the newsletter articles often come from our contact with growers and scouts and are the answers to current issues and questions. The articles are put together through literature search, and contact with Cornell faculty. Other times current research results will be put together in a grower-friendly format.

The newsletters are sent out on a quarterly schedule. They are distributed as the text of an email and often include a selected photograph or two. More in-depth information and additional photographs are posted at the NY IPM website. In addition the current issue and past newsletters are archived at this site.

**Results:** By the end of 2007, our first year, our distribution list more than doubled. From the initial list of 26 we expanded to 59 educators or industry representatives. This includes several requests from colleagues outside New York. We feel including these individuals is beneficial in enhancing communication and helping further our goal of collaborating with people who have similar responsibilities in other states. In 2007 our articles ran in 7 different publications over 30 times. The combined distribution is over 1000 horticulture professionals.

**Comments from New York Extension Educators:**

“I think that this newsletter is a great idea. Since ornamental horticulture is lumped in with "Agriculture" we are often hard pressed to find good information directly related to ornamentals. This will be of great help to us.”-- Rick Harper, Cornell Extension. of the Hudson Valley Horticulture Newsletter.

"This newsletter is a great idea." –Jim Lee, Cornell Extension. Westchester County.

“These articles are great! We will definitely help distribute these in our local newsletters.”  
Nora Catlin, Floriculture Specialist, Cornell Cooperative Extension of Suffolk County

**Implications:**

This year's results indicate this is an effective way for our team of 3 to reach out to educators, industry representatives and ultimately NY growers. Encouraged by the reception in the newsletter's inaugural year, we plan to continue to provide IPM information in this format in 2008.