

Title of project: 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 an electronic newsletter was established. The purpose of this e-newsletter is to provide integrated pest management updates that will benefit members of the commercial horticulture industry.

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 NY produced resource on ornamental IPM topics 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: The specialists in the Ornamentals Team work current IPM topics of interest into articles. Ideas for the newsletter articles 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 recent research results will be put together in a grower-friendly format.

Articles are distributed as the text in an email and often include a selected photograph or two. More in-depth information and additional photographs are posted at the NY IPM website. The current issue and past newsletters can be found at this site.

Results: By the end of 2009, our third year, our distribution list had increased. We expanded to 87 educators or industry representatives. This includes several requests from colleagues outside New York. We feel including these individuals is important to enhance communication and help further our goal of collaborating with people who have similar responsibilities in other states. In 2009 our articles ran in 7 different publications over 17 times. The combined distribution is over 1000 horticulture professionals.

Implications:

This year's results indicate this is an effective way for our team to reach out to educators, industry representatives and ultimately NY growers. Encouraged by the continued use in the newsletter's of this newsletter, we plan to continue to provide IPM information in this format in 2009.

Publications that ran our articles included:

- *Long Island Horticulture News*, Suffolk County NY
- *Capital District Growing Trends*, Albany, Rensselaer and Schenectady Counties NY
- *Hudson Valley Horticulture*, Orange, Dutchess, Putnam, Rockland, Sullivan, Ulster and Westchester Counties.
- *Nursery Lines*, NY State Nursery Assoc. Magazine
- *Northeast Greenhouse IPM Notes*.
- *NYS Flower Industries Newsletter*.

- *Real Tree Talk. Christmas Tree Farmers of NY.*