



Something for Everyone: A Multi-Pronged Approach to Information Delivery

T.H. Weigle¹, A. Muza².

¹NYS IPM Program, Cornell University, and ²Lake Erie Regional Grape Program, Cornell and Penn State Cooperative Extension

Resources for Decision Making

Electronic

NY & PA Pest Management Guidelines for Grapes
NYS Grape IPM Insect & Disease Fact Sheets
Grape IPM in The Northeast manual
Weekly Electronic Newsletter *The Crop Update*
Links to fact sheets
Specific areas of NY & PA Grape Guidelines

Printed

NY & PA Pest Management Guidelines for Grapes
Grape IPM Scouting in the North Central and Eastern US, Pocket Guide
The Vineyard Notes (Monthly newsletter)
Grape IPM In The Northeast manual (out of print)

Meetings

Twilight Meetings
Annual Winter Grower Conference
Farm Visits
Office Visits
Grape Team Outreach Road Trips
Coffee Pot & IPM Roundtable Meetings

ISSUE

Demographics of growers in the Lake Erie grape industry makes it difficult to plan IPM educational activities appropriate for this diverse audience. Because many newcomers are approaching grape growing as a part-time business venture in the beginning, attending traditional educational events during the day or evening is often in direct conflict with their primary off-farm jobs. The type of timely, in-depth information growers need in order to make intelligent decisions during the growing season is not found in the conventional information transfer methods of extension, such as the newsletter, large group meetings, telephone conversations and face-to-face meetings.

The Crop Update

Weekly electronic newsletter that is e-mailed to over 250 growers, processors, farm supply, extension and research staff as well as posted on the web.

It's purpose? To quickly deliver crucial information and problem-solving strategies to growers scattered far and wide across 30,000 acres of grape in the Lake Erie Region of New York and Pennsylvania, so they can make well-informed decisions during the growing season.

USER QUOTES:

"We are using less sprays and more effective ones."

"Better timed sprays and more informed walk-throughs and inspections."

"Made me more aware of current situations, allowing me to make decisions more accurately."

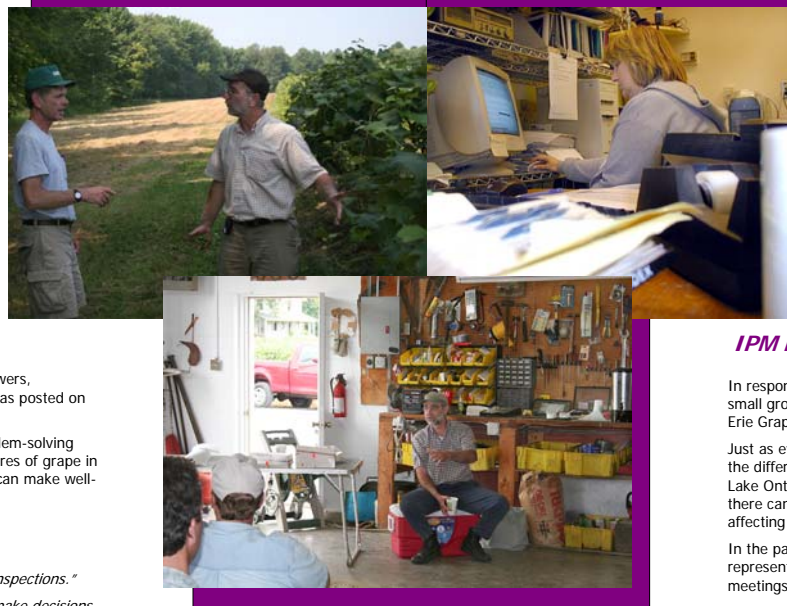
Key To Adoption

Computer Confidence For Grape Growers

Using a SUNY Workforce Development grant, instructors from Jamestown and Finger Lakes Community Colleges provided 200 hours of training for 358 grower units aimed at providing grape growers with the basic computer skills necessary to comply with the new electronic pesticide application standards being implemented by grape processors. In addition, growers received training to develop more advanced skills to allow them access to the information distributed electronically by the NYS Grape IPM Program via e-mail and web sites.

Classes were designed to allow for as many growers trained as possible while providing the amount of individual attention needed for beginning computer users. Class size was small, with 6 to 12 growers participating.

98% of participants felt they were more prepared to meet the new computer standards being set by grape processors.



ISSUE

In recent years the NYS Grape IPM Program has been making a concerted effort to develop programming that can be delivered via e-mail and the World Wide Web. Electronic communication has been shown to provide educational opportunities to a diverse audience and has no time restrictions on information access.

However, even when combined with the Lake Erie Regional Grape Program Extension team's conventional information transfer methods, there was a void in connecting the available information with growers during the growing season.

IPM Roundtable & Coffee Pot Meetings

In response to challenges in disease and insect management, weekly small group meetings were held across the 30,000 acres of the Lake Erie Grape Belt (139 miles from east to west along Lake Erie).

Just as every growing season is different, the same can be said for the different areas of the grape belt. Stretching from the shores of Lake Ontario to the north all the way to the west side of Erie, PA there can be drastic differences found in the growing conditions affecting pest management decisions along the Lake Erie Grape Belt.

In the past two years 584 growers, processor and farm supply representatives attended 57 Coffee Pot and IPM Roundtable meetings during the months of April – September.

Informal surveys conducted at the end of meetings in July and August found a majority of participants had changed at least one of their vineyard practices based on information obtained in prior meetings.

Keys To Adoption

Meetings are typically held at a grower's location, typically their barn or vineyard.

Growers determine the agenda and discussions through their questions and concerns during the meeting.

Free Coffee and Doughnuts

Relaxed atmosphere, it is always stressed these meetings are come as you are.

Times (10 AM Coffee Pot and 2 PM IPM Roundtable) developed using grower input. Coincides with typical break times.

Acknowledgements

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