

## 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.

### Acknowledgements

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### 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.