Transfer of IPM Technology to Texas Cotton Producers

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Thomas W. Fuchs
Professor and IPM Coordinator
Texas Cooperative Extension
Texas A&M University

Texas Upland Cotton Production

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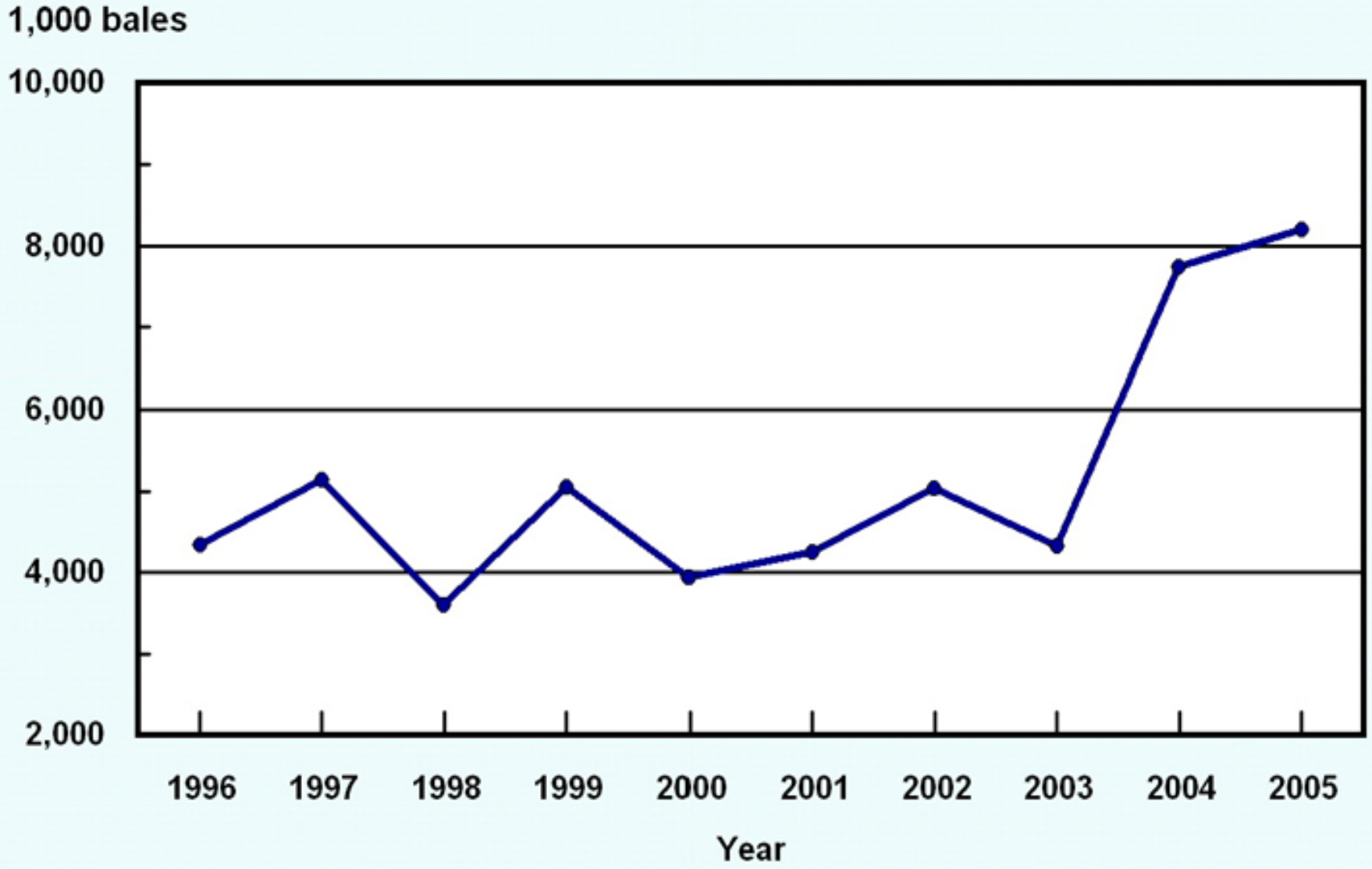
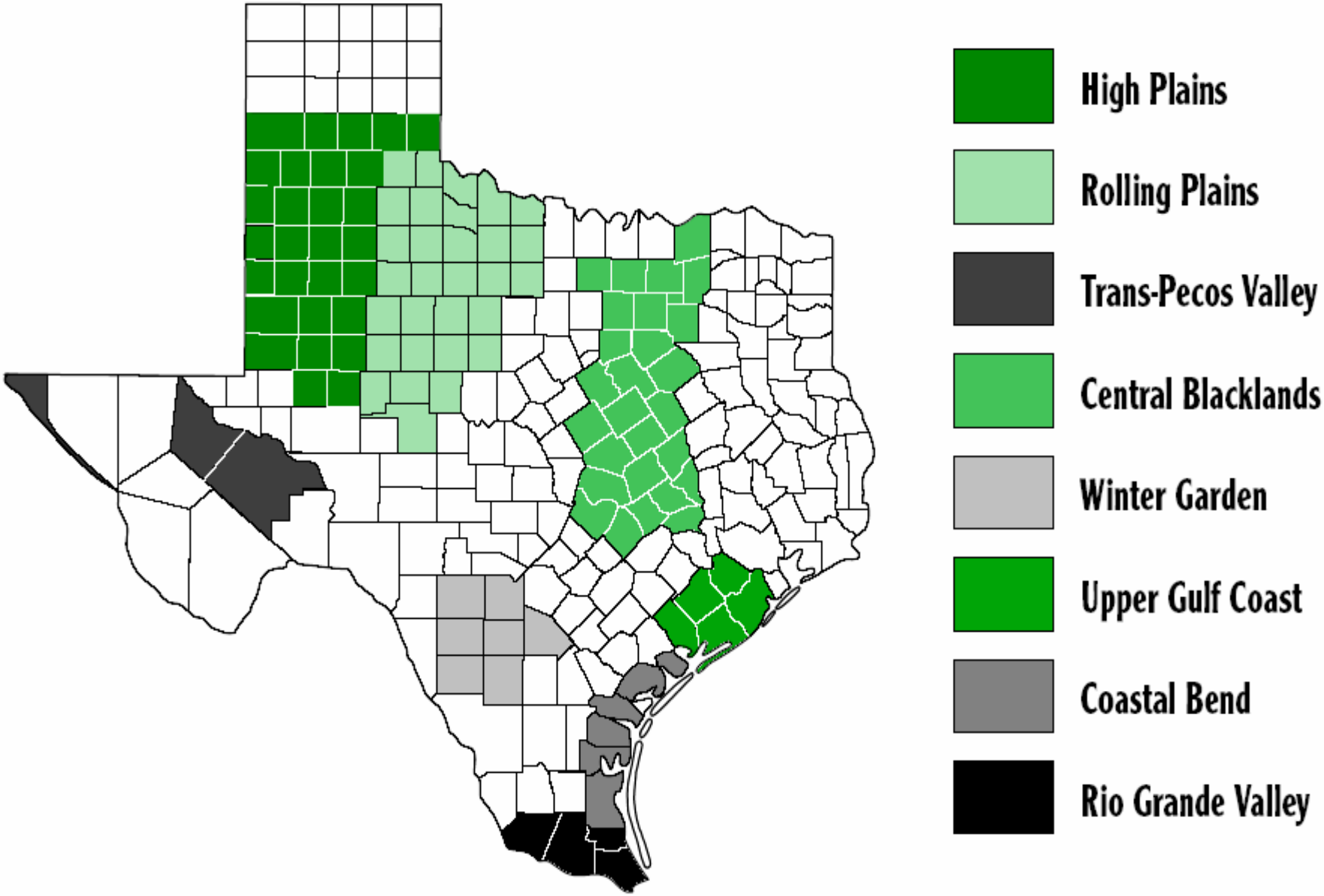


Texas Cotton 2005

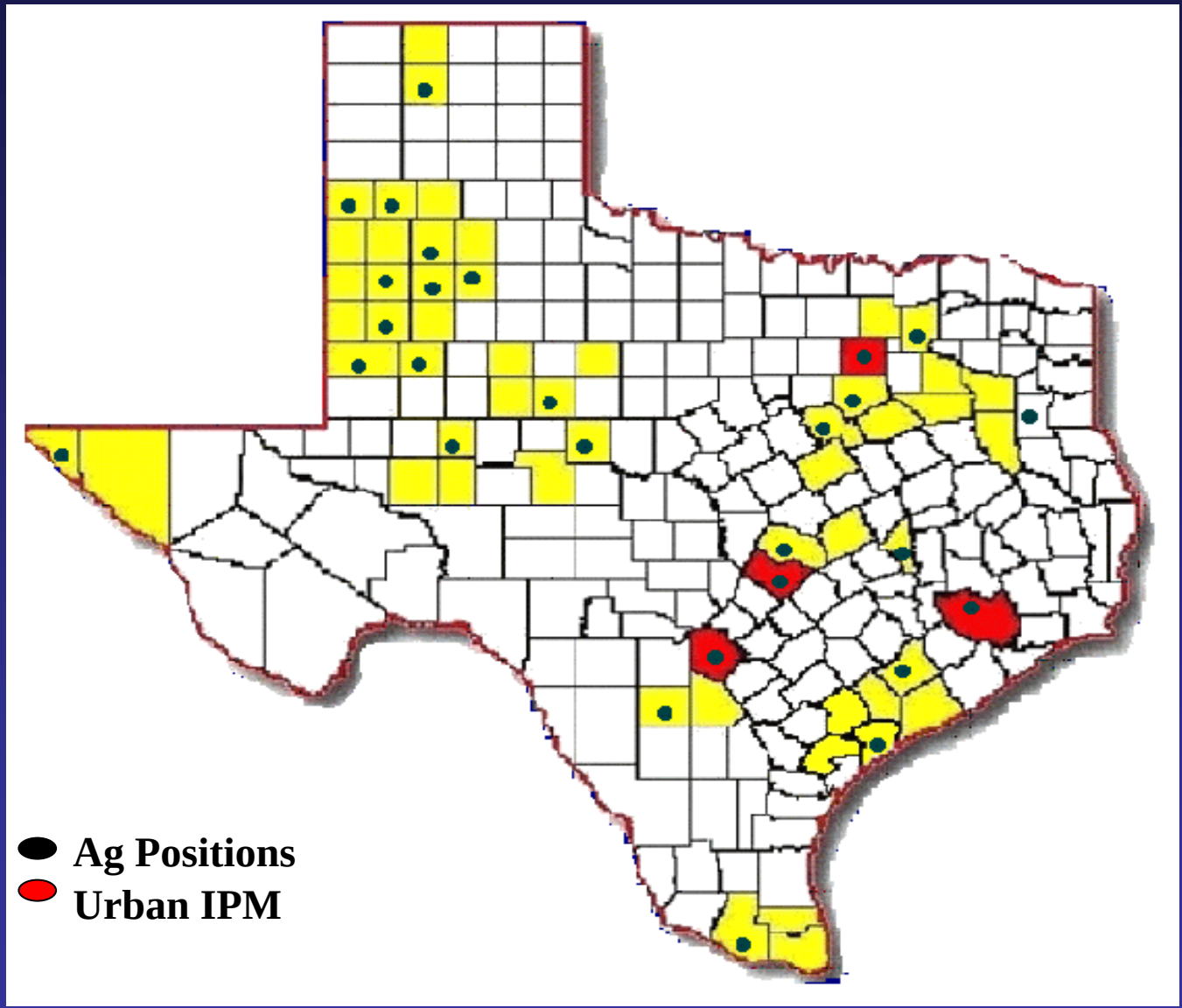
- 5.9 million acres
- 8.2 million bales
- $1.8 billion income



Cotton Production Regions of Texas



Extension IPM Positions



Extension IPM Program

Vision

…deliver unbiased, credible and timely solutions to pest problems of agricultural and urban customers

Methods

Educational programming

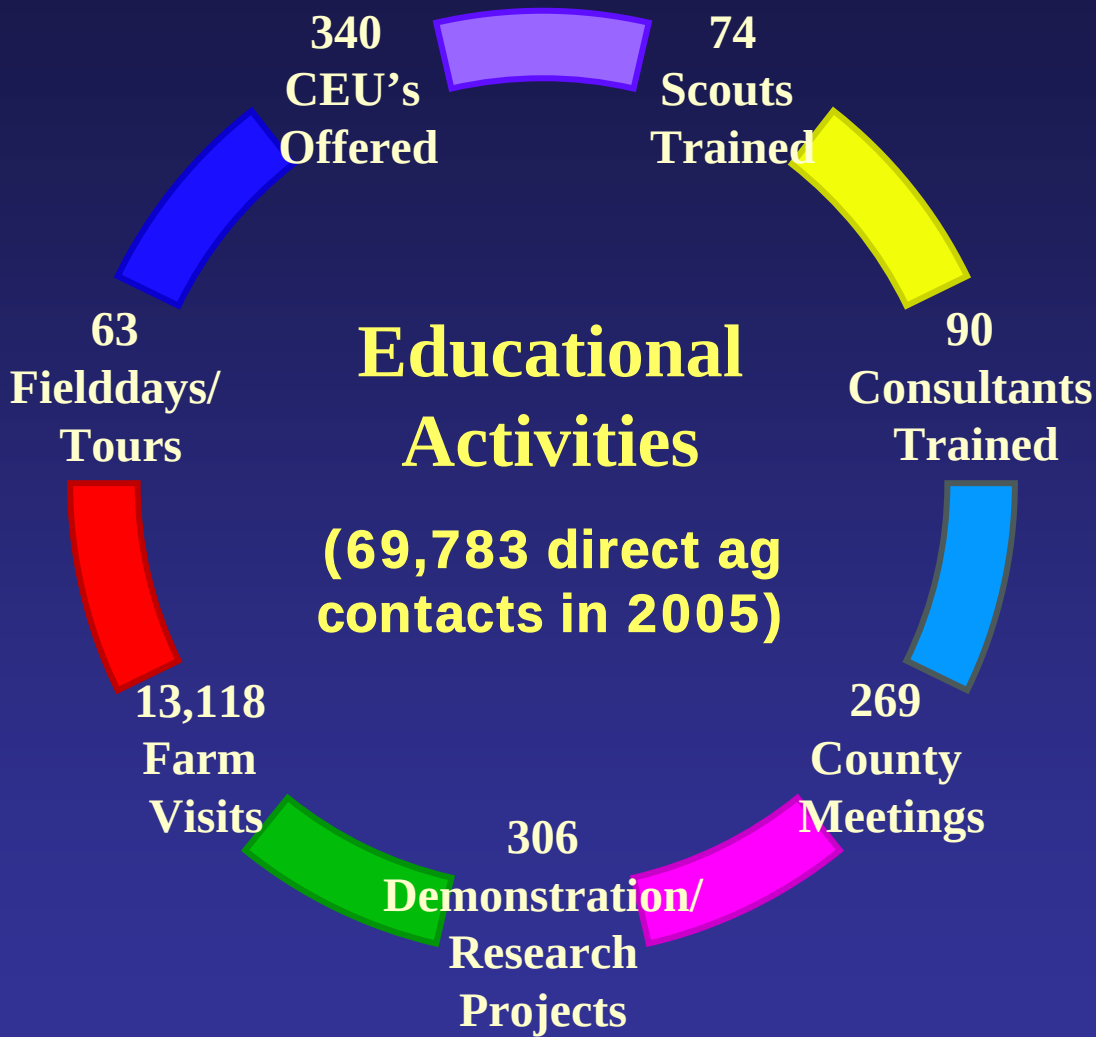
Research/Demonstrations

Texas IPM Program - A Partnership

- Producers, Commodity Groups, Agribusinesses
- TPMA
- TAMU System
- Agricultural Consultants
- USDA/CSREES
- TDA

Methods of Transferring Technology

Passive	Active
Technical reports	Presentations
Bulletins	Seminars
Fact sheets	Field meetings
Guides	Tours
Newsletters	Applied Research/ Demonstrations**
Internet	


340
CEU's
Offered
74
Scouts
Trained
63
Fielddays/
Tours
Educational
Activities
(69,783 direct ag
contacts in 2005)
90
Consultants
Trained
13,118
Farm
Visits
269
County
Meetings
306
Demonstration/
Research
Projects

Emphasis of Applied Research/Demonstrations

Percent of Projects by Crop

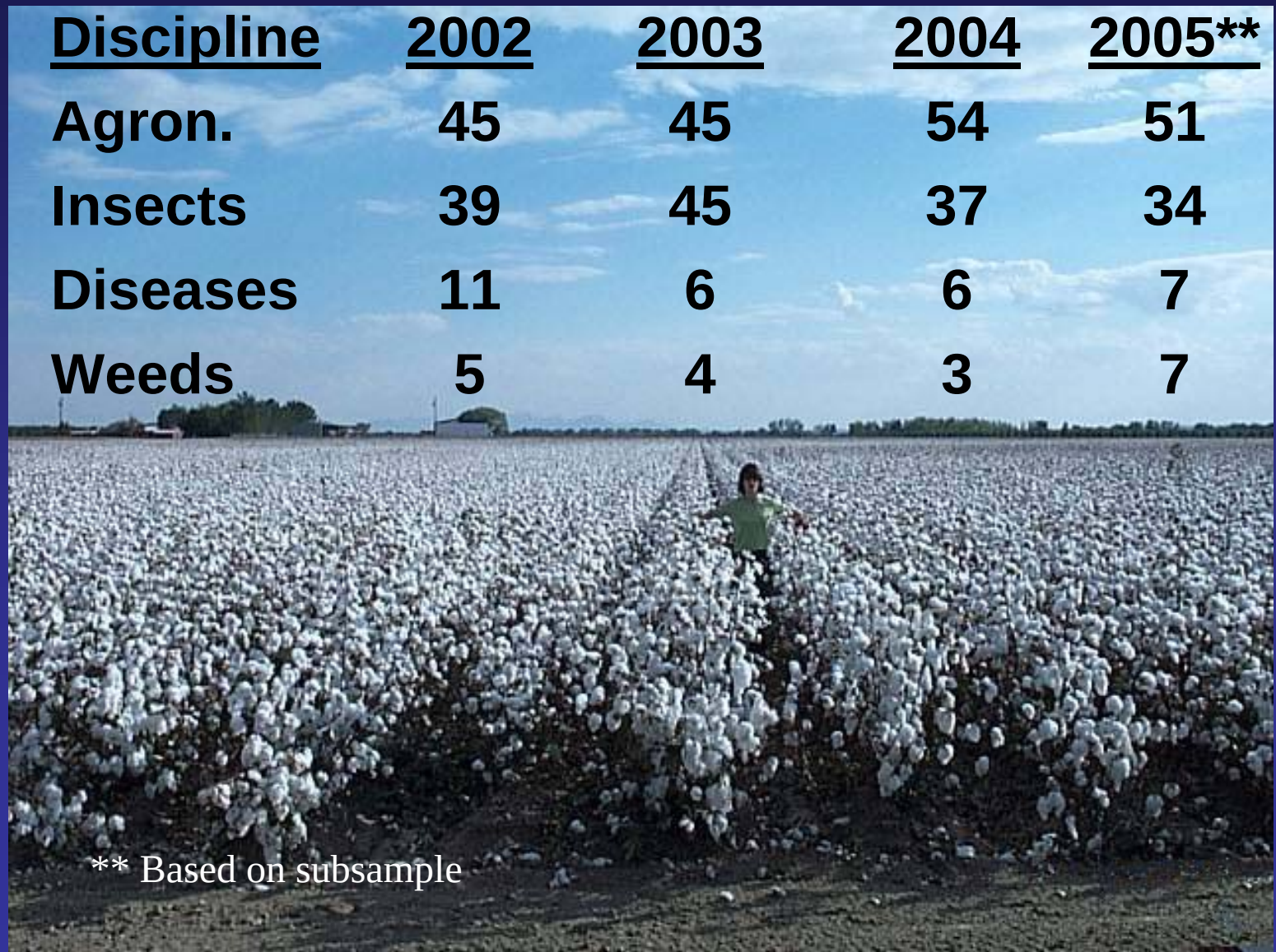
Crop	2002	2003	2004	2005*
Cotton	54	60	55	62
Corn	11	15	10	9
Wheat	13	5	12	10
Sorghum	7	1	2	2
Other	15	10	20	18

* Based on subsample

Emphasis of Demonstrations

Percent of Projects by Discipline

Discipline	2002	2003	2004	2005**
Agron.	45	45	54	51
Insects	39	45	37	34
Diseases	11	6	6	7
Weeds	5	4	3	7



** Based on subsample

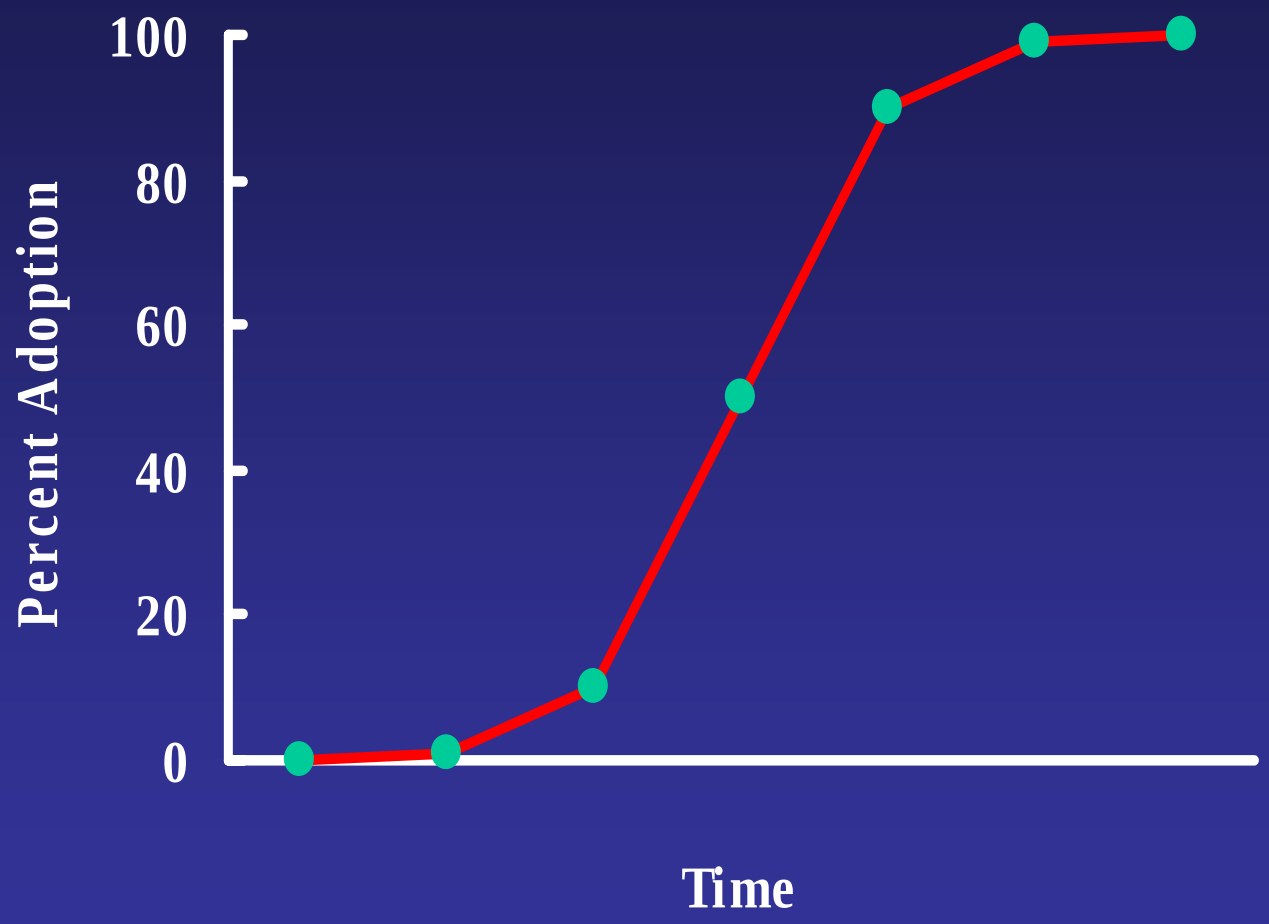
Attributes of Innovations for Successful Implementation

- Provide measurable advantage
- Compatible
- Efficacy
- Meets customer needs
- Cost effective

Categories of Adopters

- Innovators
- Early adopters**
- Early majority adopters
- Late majority adopters
- Late adopters

Adoption of New Technology



Adapted from Dent 1998

Case Study on Adoption of IPM

Hockley and Cochran Counties
(275,000 acres of cotton)

	1997	2000	2003	2005
Select varieties to resist pests	35	50	71	71
Use field scouting	82	73	80	89
Soil test	58	63	62	68
Use published ET	72	63	62	68
IPM program has improved pest control decisions	91	94	94	100
IPM greatly reduces farming risks	43	58	59	70

Grower Estimates of Value of Cotton IPM Program- 2005

Parmer/Bailey Counties

- Reduced management costs by $20/acre
- Increased net profits by $41/acre
- Estimated value of IPM program including scouting, applied research and education at $74/acre

Grower Estimates of Value of IPM Program- 2004

Williamson/Milam Counties

- $33.00/acre on cotton
- $15.00/ acre on wheat
- $23.00/acre on corn

Parmer/Bailey Counties

- Increased net profits by $43.50/acre
- Overall value to producers of $68.50/acre
- 50% implemented new IPM practice in 2004

Texas IPM Team

Texas IPM

Partners With Nature