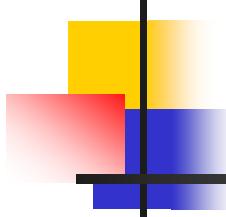


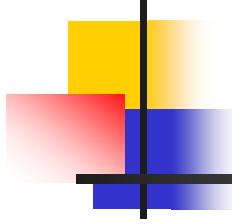
The future of IPM implementation: Where is it?

Ed Rajotte
Professor of Entomology
and IPM Coordinator
Penn State



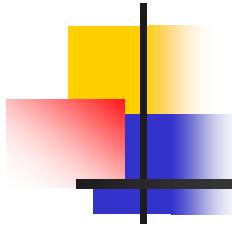
IPM over 30 years

- Born from the environmental movement
- Adopted through economics
- Expanded by regulation and the marketplace
- Successful IPM programs must keep current with social trends



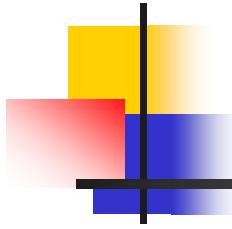
IPM advocacy

- Where are our tools to stimulate adoption?
- Supply side-technology push
 - Educate about new technologies and approaches
 - IPM programs done well for 30 years
 - Improving production efficiency not enough any more
- Demand side- technology pull
 - Government Policy
 - Marketplace



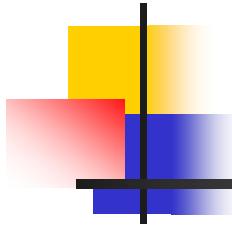
Regulations affecting IPM

- Admonitory (disincentives)
 - Pesticide (FIFRA et al.)
 - FQPA
- Promotional (incentives)
 - Natural Resources Conservation Service
 - Risk Management Agency



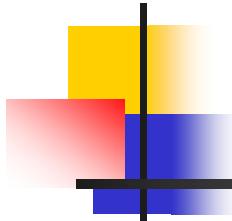
Transfer of Wealth

- Globally U.S. agriculture is uncompetitive
- U.S. food prices artificially low
- Agriculture is a risky business
- Almost 90% of farm household income is from off-farm
- Ag needs wealth transfer
 - 1934-1990s price supports
 - Recently
 - green payments-NRCS
 - Risk underwriting-Risk Management Agency



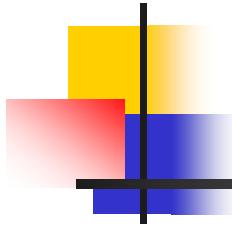
NRCS Green Payments

- Multiple programs that subsidize farming practices that benefit environment
 - EQIP, AMA, CSP, etc.
- Allows farmers to
 - Reduce cropping on sensitive land
 - Try new technologies
 - Improve farm infrastructure
 - Reduce farm environmental impacts
 - \$600,000 to PA fruit growers for IPM



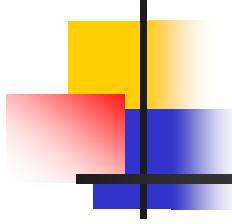
Risk Management Agency

- Began 1996
- Provides crop insurance through private firms
- Requires BMPs to qualify for payment
- Soybean rust brochure 2005
- RMA is funding SBR info for 2006
- RMA will get a lot bigger



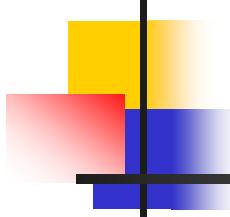
On the market side

- Food traceability
 - Field to fork
 - Information linked with product
 - Biosecurity, food safety, customer preferences
 - Presently represented by organic
 - This will become mainstream for all products as companies compete for the sustainability dollar
 - Sysco/Khouse story



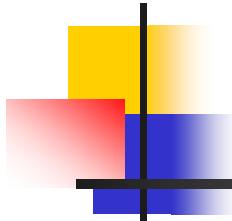
On the market side

- Eco-labeling re-emerging
 - Some failures in the past
 - Red Tomato
- IPM part of preferred syndrome
 - Locally grown
 - Environmentally benign
 - Fresh, full flavor
 - Health
 - Food as social focus



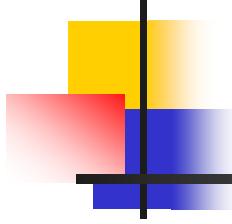
Nexus

- All above phenomena include IPM
- They all require the same information and benefit from same IPM message
- These programs are adoption incentives
 - Just like reduced pest damage and improved yields



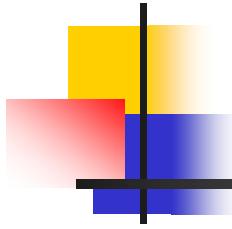
What do we need to do?

- Work with NRCS to increase IPM payments
- NRDC reports \$48 million of EQIP spent on IPM now
 - States vary from \$0 to \$5.6 million
 - All IPM programs need to boost this for their states
 - Join State Technical Committees
 - Help NRCS conservationists write IPM standards
 - Provide education for NRDC employees
 - Describe these programs in extension education



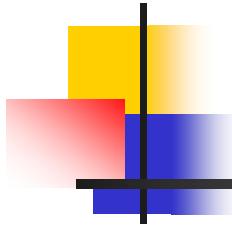
What do we need to do?

- Make sure that IPM is BMP in all RMA insured systems
 - National effort
- Be a resource to crop insurance firms
- Inform growers of looming insurance reporting requirements



What do we need to do?

- Work with food distributors to understand the IPM components of food traceability systems
- Keep your eye on eco-labeling efforts
 - New model seems more promising



More information?

- PAIPM -
Pennsylvania Integrated Pest
Management Program
- <http://paipm.cas.psu.edu>