

# The future of IPM

## implementation: Where is it?

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# IPM over 30 years

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- 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

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- 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

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



# Transfer of Wealth

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- 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

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- 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

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- 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

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- 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/Knouse story





# On the market side

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- 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

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- 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?

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- 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?

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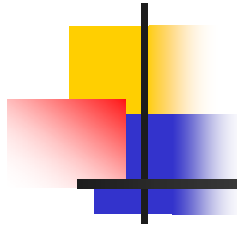
- Make sure that IPM is BMP in all RMA insured systems
  - National effort
- Be a resource to crop insurance firms
- Inform growers of looming insurance reporting requirements



# What do we need to do?

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- 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>