



## What is it?

- Growing season on-line newsletter to alert farmers, extension educators, and other agriculture industry professionals to current field crop pests and crop condition.
- Current pest field observations summarized into weekly publication.
- 20 plus issues each growing season.
- 110 subscribers to the weekly report blog, 200 regular field crop list serve subscribers, 270 twitter followers (2014)
- Posts on the NYS IPM Facebook page.

## Why do it?

- There are about 3,400,000 acres of field crops including corn, alfalfa, forages, soybeans and small grains in New York.
- Field crop production efficiency critical to the bottom-line of New York's cash croppers and 5,200 dairies.
- Educate and alert producers and agricultural professionals to field crop pests and use of Integrated Pest Management to manage them.

## Weekly Pest Report Goals

- Enhance timely, direct information delivery to improve use and adoption of field crop Integrated Pest Management by informed producers and other agricultural professionals.
- Evaluate use and impacts of the weekly pest report, identify needs and opportunities to enhance IPM outreach.

## Does it make a difference?

- Annual evaluations indicate high level of subscriber satisfaction.
- Weekly Pest Report (WPR) articles republished by other professionals multiplier effect reached average of 7,000 end users annually (last 3 years).
- "I am a crop manager for a large farm, so the pest report helped me know what to keep an eye out for in a given week."
- "I like the photos and in-depth discussion of pest problems. My #1 source for this."
- "Timeliness of the reports are great. Information specific to New York is also very helpful."

## Evolution of the New York State Weekly Field Crops Pest Report

2002

- Weekly Pest Report (WPR) launched as weekly electronic newsletter on current status of field crop and livestock pest issues in eastern NY.
- WPR primarily distributed as Cornell University Field Crop list-serve newsletter emailed to extension clientele for direct use and redistribution.
- End of season evaluations annually document report impacts.
- Pest observations contributed by NYS IPM Staff, Extension Educators, private consultants and other agricultural industry personnel.
- Observations and articles organized by crop (corn, alfalfa, wheat, soybeans, and others).
- Concise, topical articles with web-links to additional management information.

2005

- WPR expanded to focus on pest issues statewide
- "View from the Field" initiated providing synopsis of field crop and dairy cattle pests of concern observed across state that week.
- WPR format revised, one or two weekly articles to highlight identification and management of current or anticipated pest issues.
- "Clipboard Checklist" added with suggested pest management activities for upcoming week.
- WPR distributed via email and as NYS IPM webpage.
- Digital photos of pests and signs of crop damage added.

2008

- Weekly conference calls implemented with field observation updates from field crop extension educators
- These field observations summarized and added to the WPR.

2012

- NYS IPM Facebook page launched.
- WPR highlights and links made to Facebook.



NYS IPM Facebook: <https://www.facebook.com/NYSIPM>

2013

- WPR redesigned and launched as NYS IPM blog.
- Subscribers and general field crop list serve receive immediate notification once a new report is published



NYS IPM Weekly Field Crops Pest Report:  
<http://blogs.cornell.edu/ipmwpr/#>

2015

- Pilot ArcGIS Collector pest reporting App
- Expand use of instructional IPM video clips
- Iso-line state maps display accumulated degree day data to help monitor pest and crop development.

2014

- WPR published exclusively as blog, subscriber list grows.
- Experiment with IPM subject video clips.
- Started using twitter



NYS IPM Field Crops Twitter:  
<https://twitter.com/NYSFieldCropIPM>

## New York State Weekly Field Crops Pest Report Timeline

