

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.

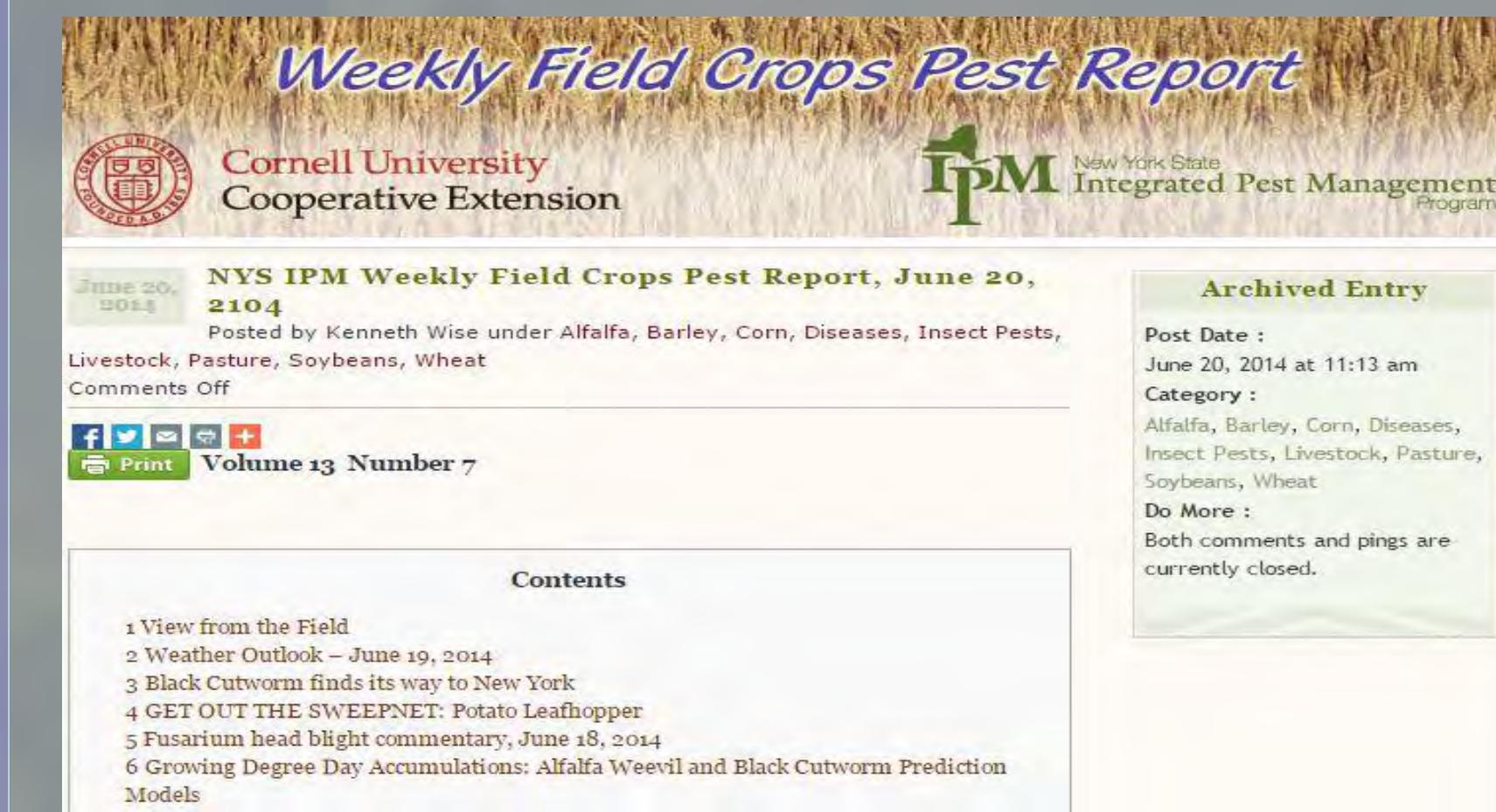
2012

- 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/ipmwp/#>

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>

- 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.

New York State Weekly Field Crops Pest Report Timeline

Eastern NY Weekly Field Crops Pest Report

New York State IPM Weekly Field Crops Pest Report

Statewide IPM Extension Weekly Conference Call

Add Facebook Component

Move to Blog Format

Add Twitter Component

Add ArcGIS Component

2002

2005

2008

2012

2013

2014

2015

▪ Email delivery

▪ Email and web delivery
▪ Digital photos

▪ Statewide field crop pest observations and issues shared weekly

▪ Use Facebook to extend the pest report to more end users

▪ Blog easier to manage
▪ E-Mail publication ends

▪ Use Twitter to extend the pest report to more end users

▪ Pilot a GPS field pest reporting App