

### What's IPM Voice?

IPM Voice is a 501(c)(3) nonprofit organization formed in 2010 to advocate for progressive IPM. With member and collaborator support, we have accomplished several significant objectives:

- Restored funding for the USDA Regional IPM Centers
- Saved \$3.6 million in FY 2012 IPM funding slated for cuts.

IPM Voice's effort involved identifying and recruiting collaborators, including the National Alliance of Independent Crop Consultants, the IPM Working Group of the Board of Agriculture Assembly; recruiting IPM enthusiasts to contact policymakers on critical issues at key times, personal meetings with legislators and development of fact sheets to deliver to policymakers explaining IPM and its benefits to constituents.

During the summer of 2014 IPM Voice completed strategic planning, renewed its board and are currently pursuing opportunities to broaden outreach, including to the general public to overcome low levels of science literacy, increase awareness of IPM approaches and benefits, and improve adoption of and public support for IPM. Key messages include IPM benefits in reducing risks to human and environmental health, and improving economics in agriculture and communities.



Left: entomologist discusses the placement of codling moth pheromone dispensers in a pear orchard. Photo by Scott Bauer.  
Right: Researchers inspect one of 20 test sites to learn about the pathogen's performance three weeks after yellow starthistle was inoculated with rust spores. Photo by Stephen Ausmus, USDA Agricultural Research Service, Bugwood.org

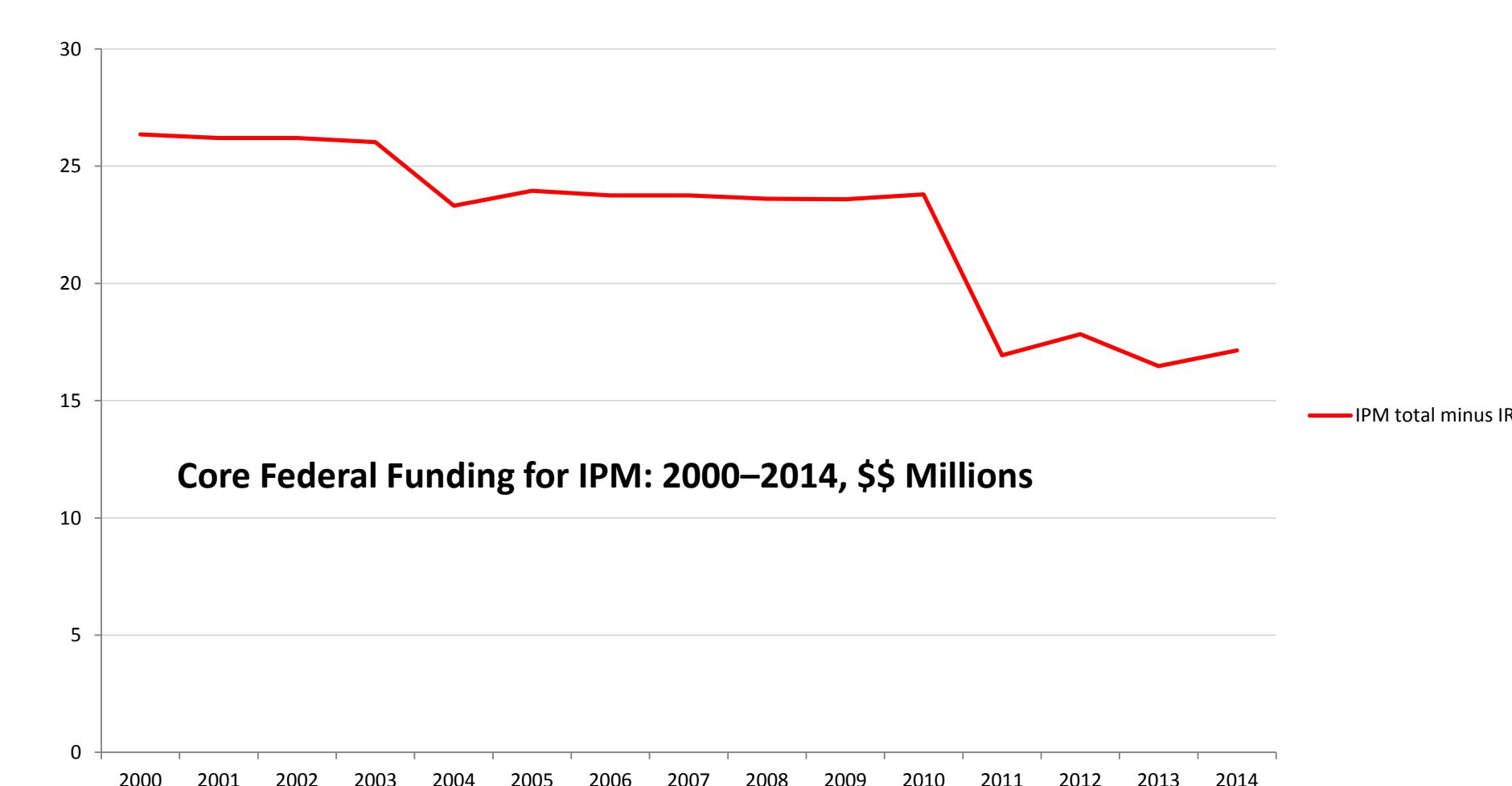


### Federal Support for IPM Declines

Despite its many benefits to the nation, core federal support for IPM has declined substantially. Current core IPM funding of ~\$17 million is a tiny fraction of the economic losses growers experienced from just two pests in recent years: Spotted wing drosophila alone likely caused more than \$500 million in damage to western fruit crops in 2008; Brown marmorated stink may have been responsible for \$37 million in damage to the eastern apple crop in 2010. These new pest threats have led to new investments in IPM through Specialty Crop Research Initiative and other program grants; however these new time-limited investments do not provide sustainable support for our IPM infrastructure which is critical to help anticipate, prevent and respond to emerging pest issues before they become crises.

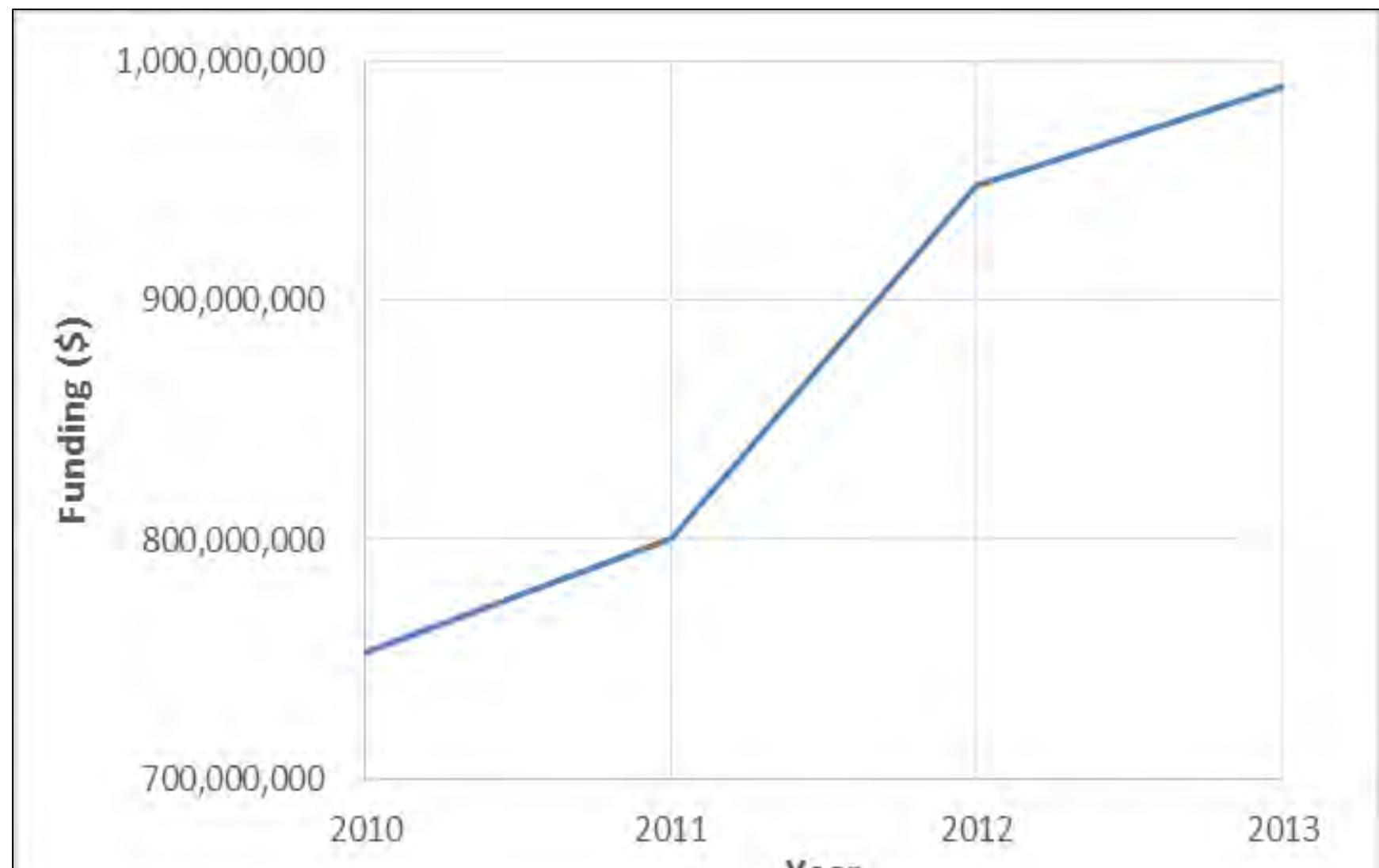
IPM Voice completed the first detailed analysis of core IPM funding, illuminating sharp declines since 2000. While IPM Voice and collaborators were successful in heading off additional cuts in the President's proposed budget for FY 2011, including elimination of the USDA IPM Centers, there is much more work to do to educate policymakers about the importance of a strong IPM infrastructure to improve existing IPM programs and respond to new pest threats.

Core IPM funding has declined by more than 1/3 since 2000, despite an overall increase in USDA NIFA funding from \$1.094 billion to \$1.277 billion over the same time period. Core funding includes Crops at Risk, Risk Avoidance and Mitigation Program, IPM Centers, Pest Management Alternatives Program, Regional IP and Extension. A number of these programs have been discontinued, and all of these pest management lines have now been consolidated in one Crop Protection/Pest Management budget line.

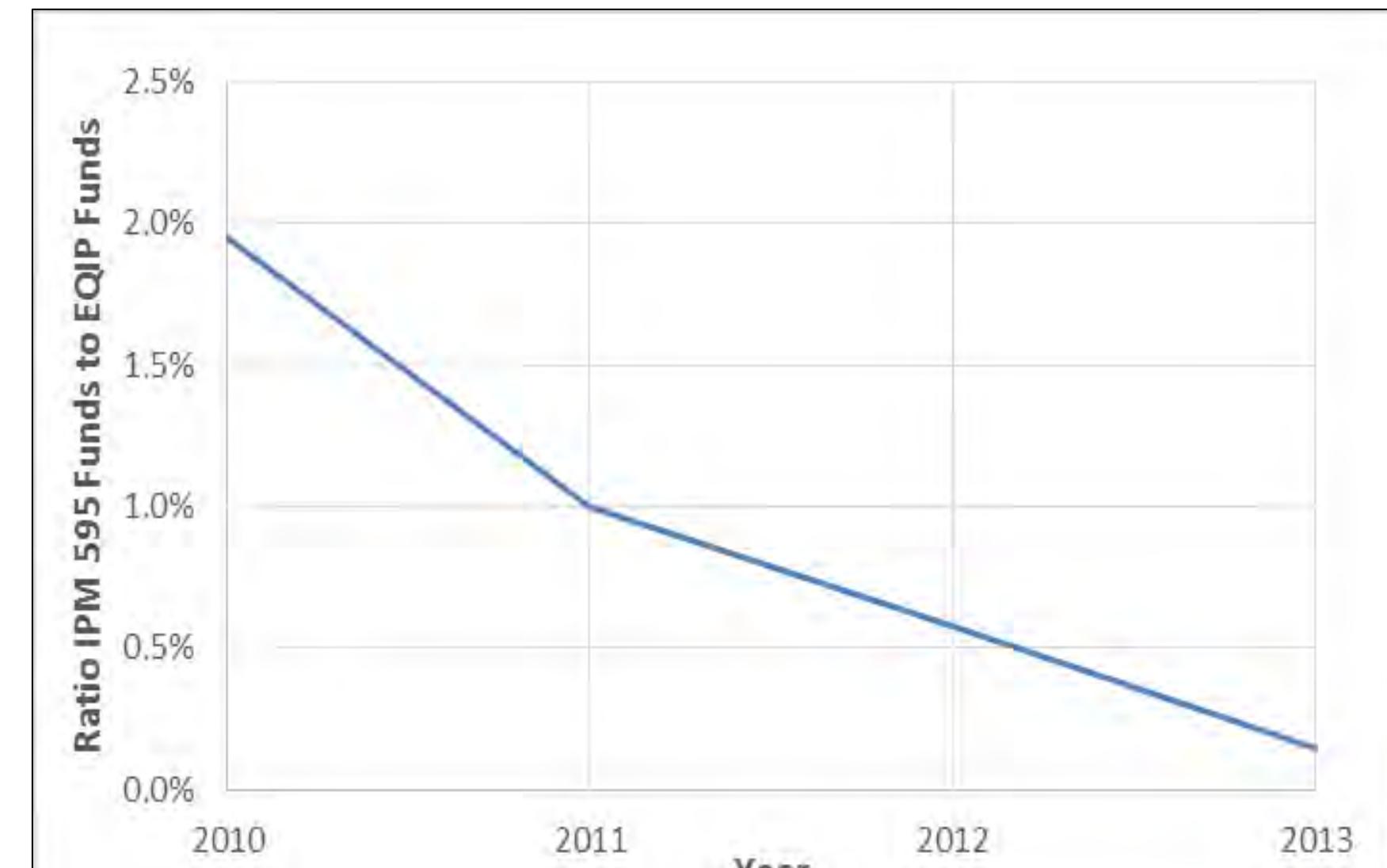


### USDA Natural Resources Conservation Service Investment in IPM Declines Sharply

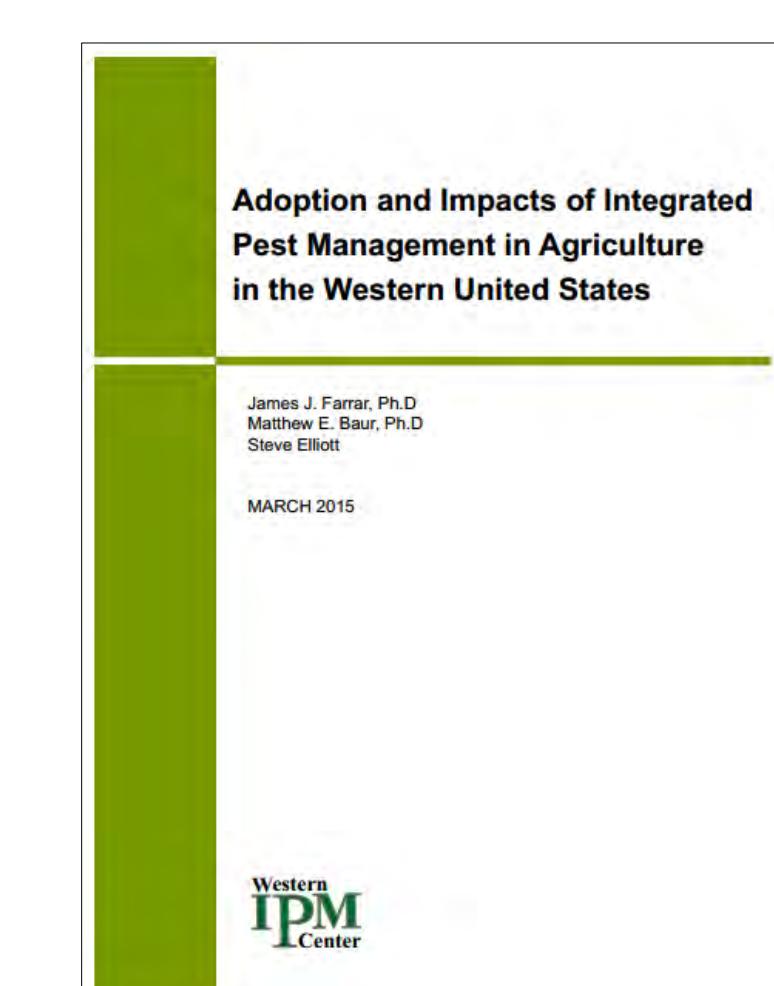
The Environmental Quality Incentive Program (EQIP) provides more than \$1 billion each year to private landowners to protect and enhance resource concerns including soil, water, air, plants, animals and humans. The portion of those dollars used to support IPM implementation has declined, while overall program funding has increased.



Total funding for EQIP increased from 2010 to 2013.



595 IPM contracts declined from 2% of overall EQIP funds to 0.5%.



**New Report Highlights IPM Benefits in the West!**  
A new report, co-authored by IPM Voice Director Jim Farrar, analyzed studies and reports on IPM adoption and impacts in western states since 2000. Findings include widespread adoption of a number of IPM techniques, and benefits in pesticide use and risk reduction, and net dollar returns to farmers. Read more at [www.westernipm.org](http://www.westernipm.org)

### Progressive IPM?

It's been more than 40 years since the term "IPM" was first coined. IPM Voice advocates for Integrated Pest Management (IPM) that is genuinely progressive, seeking continuous improvement of environmental, social, and economic conditions through application of accepted scientific principles.

### 2015 Board of Directors

Jerry Baron, executive director, IR-4  
David Epstein, senior entomologist, USDA Office of Pest Management Policy  
Jim Farrar, director, Western IPM Center  
Thomas Green, president, IPM Institute  
Larry Gut, tree fruit entomologist, Michigan State University  
David Oefinger, executive director, Texas Pest Management Association  
Michael Rozyne, executive director, Red Tomato  
Bill Wolf, president, Wolf DiMatteo and Associates

### Increasing Public Awareness, Appreciation and Support for IPM

The IPM Voice board is currently considering options for a public education campaign to increase awareness, appreciation and support for IPM. The challenge of communicating complex scientific topics to the public has been a long-established hurdle for IPM. One approach to tackling this issue develops social framing strategies to unseat misperceptions and replace with messages that stick. In November, 2014, the Voice Board heard from the Frameworks Institute, recently awarded at \$1 million grant from the MacArthur Foundation. From the press release:

"The FrameWorks Institute identifies the most effective ways to talk about complicated social issues such as criminal justice, education, climate change, and immigration by developing a deep understanding of public attitudes and thinking. It does so through rigorous cognitive and social science research into how Americans view these challenges and what information might help ordinary people better understand and engage on critical issues.

FrameWorks has pioneered an approach to communications it calls Strategic Frame Analysis, which yields clear and actionable insights into how the framing of issues affects people's sense of efficacy, urgency, and appraisal of public solutions. The approach integrates the cross-disciplinary work of anthropologists, linguists, political scientists, and sociologists who research public attitudes through surveys, in-depth and "man on the street" interviews, media analysis, and expert study groups. From this deep and broad set of inputs, it produces communications and framing materials designed to help the public understand complicated issues through comprehensible metaphors and examples.

The Institute makes its research and messaging guidance publicly available for use by scientists, policy leaders, and advocates to help them involve the public in deliberative processes addressing critical issues.

Working with neuroscientists at the Center for the Developing Child at Harvard University, the Institute developed the term "toxic stress" to describe the biological impacts on children of chronic exposure to adversity. Both the American Academy of Pediatrics and the Canadian Royal College of Surgeons and Physicians have issued policy statements on toxic stress. FrameWorks also developed the term "heat trapping blanket" to help the public understand the underlying mechanism by which greenhouse gases warm the planet and create climate change. This metaphor is now used by several nonprofits and the Environmental Protection Agency in explaining the science behind climate change."

Find out more about Frameworks Institute, based in Washington DC, at <http://www.frameworksinstitute.org/>.

### IPM Voice Needs You!

For more than forty years, IPM has provided significant benefits to agriculture, communities, health and the environment. Yet awareness and appreciation of IPM by key decision makers and the general public is extremely low. We need your support to continue to build recognition for IPM's many benefits!

- Individual members.** Annual dues range from \$40 to \$500 and support IPM Voice activities, provide regular communications, and offer opportunities to participate in meetings and serve on committees.
- Organizational members** are individual representatives of organizations and companies. The designated representative receives regular communications and is invited to participate in IPM Voice activities, including meetings and committee assignments. Annual dues start at \$250.

IPM Voice members receive a monthly newsletter spotlighting current events in IPM research and implementation, and public policy and awareness.

- Visit our secure server at [www.ipmvoice.org/join](http://www.ipmvoice.org/join).
- Mail a check made out to IPM Voice; 1020 Regent Street, Madison, WI 53715.
- Call us at 608-232-1410 with your credit card information.