Development of a New TAg Program from Bottom to Top: A Recent Example

NYS IPM Livestock and Field Crops Team

Julie Dennis, NYS IPM
Step 1: Time for a New Program and Delivery Method?

Driving Factors:

- Producer questions on the rise
- New invasive pests cause concern
- More than 5-fold increase in production in the past 15 years
Step 2: Self Check: What’s in your toolbox?

- Is TAg the right approach?
- Do we have the knowledge and tools available to develop a TAg Program?
Step 3: Is there interest and support?

We investigated **Buy-In:**
- From Extension Educators
- From Cornell Faculty Experts
- From soybean producers
Step 4: Where can we get $money$ to support this program?

“Growing” involvement of the Northeast Soybean Board in NYS
Step 5: Forming the Planning Team

- Identify predominant soybean production areas
- Identify key personnel with interests and strengths in soybean education
- “Strategy Session” approach: Bringing the educators together
Step 6: The Planning Team Meets

“Strategy Session” approach: Bringing the educators together

- What are your objectives & expectations?
- How would you define your target audience?
- What curriculum materials are needed?
- Think ahead about assessment: can expectations be met?
Step 7: Readying the Resources

From the “Strategy Session” meeting:
- What topics must be addressed?
- What types of resources are useful and visually appealing to producers?
- What resources currently exist?
- What teaching modules are needed?
Step 8: Tools of the Trade

Equip educators and scouts with needed tools:

- **Educators**: Reference materials on disease, weed, and insect ID
- **Scouts**: Scouting report forms, 20x hand lens, reference materials
Step 9: Taking it to the Fields

Getting Started:
- Forming the teams
- Choosing fields to “enroll”
Step 9: Taking it to the Fields

Implementing:

- Meet approximately once a month
- Each meeting is held at a different host farm
- Pests are observed in real time
- Integrated pest and CROP management – an equal partnership
### Step 9: Taking it to the Fields

<table>
<thead>
<tr>
<th>Meeting Time</th>
<th>Topics Taught</th>
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<tbody>
<tr>
<td><strong>May</strong></td>
<td>Early season insect pests, soybean rust update, planting: seeding rates and depth, soil sampling and soil fertility for soybean</td>
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<tr>
<td><strong>June</strong></td>
<td>Soybean stages of growth, plant population assessment - stand counts, seed corn maggot, slugs, early season disease pests: seedling rots and blights, soybean aphids, weed identification and management</td>
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<tr>
<td><strong>July</strong></td>
<td>Soybean stages of growth, soybean aphid identification and management, soybean rust and other foliar diseases (Septoria brown spot, downy mildew), white mold</td>
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<tr>
<td><strong>August</strong></td>
<td>Defoliating insects, soybean rust update, weed identification and management, white mold, farm-by-farm season-long pest management review</td>
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<tr>
<td><strong>September</strong></td>
<td>Management of pests of stored soybeans, soybean harvest issues, planning for next year’s crop: crop rotation and variety selection</td>
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Step 10: How Did We Do?

Assessing our Efforts: Did outcome match our objectives & expectations

- Pre/post test: Questions written by participating educators; each contributed questions in their area of expertise

- Pre survey and Exit survey:
  - What were the most relevant topics?
  - Estimate acres on which each new practice will be used
  - Economic measures of success
Soybean TAg - Goals

Participants are able to:

- Identify severe pests and occasional pests
- Monitor soybean fields regularly and efficiently
- Use economic thresholds to determine if management action is cost-effective
- Select an appropriate management action
- Implement management in a timely manner
- Evaluate the effectiveness of the pest management action taken
The Rest is History....

Soybean TAg:
- Two very successful years under our belts
- Year Three is planned for 2007
The Soybean TAg Strategy Team:

Members of the NYS IPM LFC Team:
- Keith Waldron - State Coordinator
- Ken Wise - Eastern NY
- Julie Dennis - Western NY

Field Crop Extension Educators:
- Jeff Miller - Oneida County
- Mike Stanyard - NWNYY Team
- Nancy Glazier - NWNYY Team
- Shawn Bossard - Cayuga County (formerly)
Identify an Educational Opportunity

Is TAg a Potential Solution?

Is There Interest and Support? Who are Key Collaborators?

Identify Expectations & Target Audience

Where Will Money Come From?

Subject Matter Topics to Teach

Identify & Obtain Tools & Resources

Implementation

Finally, Measure Success!
Questions?
Comments?
Ideas?