The future of IPM implementation: Where is it?

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IPM over 30 years

- 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

- 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

- Admonitory (disincentives)
  - Pesticide (FIFRA et al.)
  - FQPA

- Promotional (incentives)
  - Natural Resources Conservation Service
  - Risk Management Agency
Transfer of Wealth

- 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

- 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

- 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

- 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

- 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

- 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?

- 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?

- 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?

- 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