**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.
- NYS IPM Weekly Field Crops Pest Report: https://twitter.com/NYSFieldCropIPM
- NYS IPM Facebook: https://www.facebook.com/NYSIPM
- NYS IPM Field Crops Twitter: https://twitter.com/NYSIPMFieldCrops

**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."

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>WPR launched as weekly electronic newsletter on current status of field crop and livestock pest issues in eastern NY.</td>
</tr>
<tr>
<td>2005</td>
<td>WPR expanded to focus on pest issues statewide.</td>
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<tr>
<td>2008</td>
<td>Weekly conference calls implemented with field observation updates from field crop extension educators.</td>
</tr>
<tr>
<td>2012</td>
<td>NYS IPM Facebook page launched.</td>
</tr>
<tr>
<td>2013</td>
<td>WPR redesigned and launched as NYS IPM blog.</td>
</tr>
<tr>
<td>2014</td>
<td>WPR published exclusively as blog, subscriber list grows.</td>
</tr>
</tbody>
</table>

**New York State Weekly Field Crops Pest Report Timeline**

- **2002**
  - Email delivery
- **2005**
  - Email and web delivery
  - Digital photos
- **2008**
  - Statewide field crop pest observations and issues shared weekly
- **2012**
  - Use Facebook to extend the pest report to more end users
- **2013**
  - Blog easier to manage
  - E-Mail publication ends
- **2014**
  - Use Twitter to extend the pest report to more end users
- **2015**
  - Pilot a GPS field pest reporting App

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Evolution and Impacts of the NYS IPM Weekly Field Crops Pest Report into Social Media

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