

Implementation

WSHA PEAR IPM PROJECT

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The goal of the Washington State Horticultural Association Pear IPM Project is the widespread implementation of a more environmentally stable and economically viable pear pest management system in Washington State. Participants in the project include the Center for Agricultural Partnerships, Del Monte Foods, Snokist Growers, and the Washington State Horticultural Association. Some \$500,000 in project funding is coming from the Pew Charitable Trusts and the U.S. EPA's Office of Pesticide Programs. The EPA would like to assist the industry as it struggles to meet new Food Quality Protection Act (FQPA) requirements. The Pew Charitable Trusts hope to see a reduction in the amount of organophosphates (OPs) used in pear orchards.

Pear IPM Project participants reduced OPs by 40%, 55% and 78% on 640 acres, 2000+ acres and approximately 3,500 acres in years one, two and three, respectively, of the project. Codling moth mating disruption was the main tactic used to reduce OP use. Economically, CM mating disruption (CMMD) was slightly more expensive in year one of adoption and less expensive in subsequent years. Overall, adoption of a "softer approach" to pear pest management is economically advantageous. Even though CMMD use expanded rapidly, more than half of the consultants interviewed in a key informant survey had at least one negative experience with CMMD. Seven keys to a successful IPM implementation project were identified. They are: 1) motivation for change; 2) a new technology; 3) makes money sense for the grower; 4) project funding—a source of money; 5) an aggressive coordinated industry; 6) grower ownership of the project; 7) capable management.