Delivering regional education and Integrated Pest Management implementation through web-based resources and in-person workshops tailored to the Oregon nursery industry

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Background
The Oregon IPM Center, affiliated with the Oregon State University College of Agricultural Sciences and the Extension Service, addresses the IPM needs of all Oregonians, with a focus on priority areas for stakeholders. The Oregon IPM Center collaborates with local and regional partners to develop and deliver science-based IPM education and training. Our partners include university researchers, extension faculty and staff, as well as IPM practitioners comprising private consultants and producers. We promote IPM by incorporating the innovations of research and extension into hands-on, in-person, hybrid, and online programs. Based on the 2022 IPM Strategic Planning (IPMSP) for the nursery industry (Hedstrom et al., 2022), the following IPM critical needs by category were identified under the **Education category**:

Top priority
- More information about beneficial insects.
- The relationship between clean plants, scouting, sprays, and beneficials.
- Best management or IPM practices for new pests and diseases (e.g., Japanese beetle, spotted lanternfly, boxwood blight) to reduce disruption of IPM management plans.

Medium priority
- The effect of pollen on insect populations. (For example, high populations of thrips aren't damaging plants; they are eating pollen).
- Good bugs and nasty bugs.
- Running leafrollers and leafier models (for ornamental plants as compared to fruit trees).
- Fire blight.

Low priority
- Thrips life cycle educational materials.
- *Fusarium* identification tools and guides.
- Horsetail control educational materials.

Additional suggestions (provided in comments in ranking survey)
Spanish-language materials; Consolidation of educational resources and making past presentations available (such as those presented at the annual *Oktoberpest* event at the OSU North Willamette Research and Extension Center); educational materials covering resistance issues for insects, weeds, and diseases combined.

We propose addressing some of these stated needs of the nursery industry by connecting with partners and delivering IPM educational programs.

Objectives

1) Develop and/or expand a comprehensive mailing list of IPM partners around the state and region that focus on research serving the nursery industry.
2) Maintain and update an online information hub of IPM information (English and Spanish).
3) Collect, create, and share relevant material focusing on IPM—for example, biological, cultural, mechanical, and chemical control. Also, expand the use of phenology models to forecast pests with a focus on invasive species.
4) Creating short videos to illustrate the results of objective 3.
5) Share project progress in various outreach and educational events, including FarWest (English and Spanish).

Methods

Obj. 1. We will develop and/or expand a comprehensive mailing list to connect with producers, crop consultants, industry partners, and extension partners, emphasizing the need for strengthened collaboration and information sharing across the region to support the nursery industry in Oregon and the broader Pacific Northwest. Through these channels of communication, we will share updates on current IPM research and field trials, promote upcoming events, workshops, and funding opportunities, and facilitate collaboration across institutions and sectors. We will collaborate with the Oregon Department of Agriculture, the Nursery Board, and the OSU North Willamette Research and Extension Center to achieve this effort.

Obj. 2. The Oregon IPM Center will maintain and update its website, which will serve as a hub of IPM information (https://agsci.oregonstate.edu/oipmc). We will create a nursery page and print out bookmarks + QR Codes to guide users to a one-stop all-in-one information site.

Obj. 3. The 2022 IPMSP for nursery crops identified the need for more information about beneficial insects, scouting, and how sprays may affect beneficials, as well as best management practices for new pests and diseases, including the Japanese beetle, spotted lanternfly, and boxwood blight. Programs at the Center are already addressing some of those pests, but the information needs to be disseminated and centralized. Therefore, we will create one-page fact sheets with relevant information in English and Spanish.

Obj. 4. We will produce short instructional videos (2-3 min.) and post them on our YouTube channel—some examples, here https://www.youtube.com/@OSU_OregonIPMCenter.

Obj. 5. During the winter months, Oregon IPM Center educators will organize at least two hands-on outreach events to demonstrate the use of tools and materials.

Timeline

October-December 2025	Objective 1
Jan to October 2026	Objectives 2-4
November-December 2026	Objective 5

Budget Summary

Salary (FTE = 0.05) and benefits support for IPM Educator (Jima)	$6,190
Salary (FTE = 0.05) and benefits support for IPM Educator (Sotelo-Cardona)	$6,190
Salary (FTE = 0.08) and benefits support for videographer (Formiga)	$10,050
Printing Material	$1,000
Total (indirect costs disallowed for this program)	**$23,430**

References

Hedstrom et al. 2022. Integrated pest management strategic plan for Oregon nurseries. OSU EM9359. https://extension.oregonstate.edu/sites/extd8/files/catalog/auto/EM9359.pdf.