



Bringing the good news of the IPM CRSP to the world

UPDATE ON IPM CRSP COMMUNICATIONS



IPM CRSP Technical Committee Meeting, Honolulu, Hawaii
August 6, 2011
Miriam Rich



Why bother?

First Report of the Papaya Mealybug, *Paracoccus marginatus* (Hemiptera: Pseudococcidae), in Indonesia and India¹

R. Munisappan,² B. M. Shepard,³ G. W. Watson,⁴ G. R. Camer,⁵ D. Sartiami,⁵
A. Rauf,⁶ and M. D. Hammig⁷

J. Agric Urban Entomol 25(1): 000-000 (January 2009)

ABSTRACT The papaya mealybug (PMB), *Paracoccus marginatus* Williams and Granara de Willink (Hemiptera: Pseudococcidae), is native to Central America (Mexico, Belize, Guatemala and Costa Rica) (Williams & Granara de Willink 1992). Although specimens of PMB were first collected in Mexico in 1955, the species was only described in 1992 by Williams and Granara de Willink (1992). Since then, it has spread outside its native region (Miller et al. 1999), being reported from the U.S. Virgin Islands, Dominican Republic and Canada in 1994; Antigua, Saint Martin and British Virgin

Why?

- It helps bring about good change
 - Witness the papaya mealybug story!



And?

- It helps us gain support for the work that we do



For example

From *Business India*:

An article about the papaya mealybug and control mechanisms that have been used to combat it

AGRICULTURE Pests

The Bug Stops Here

Insects released by an Indian Council of Agricultural Research lab are saving crops worth crores. BY K.R. BALASUBRAMANYAM

The name National Bureau of Agriculturally Important Insects is intriguing at first glance. Self-explanatory at the

has helped farmers fight deadly pests and save crops worth crores.


For 10 years A.M. Chinnarajan grew papaya on 15 acres of his 100-acre farm at Sathy, a fertile region

from the raw fruit to Senthil Papain, a firm that supplies the processed product, papain, to companies like Blocon, United Breweries, Colona Breweries and some overseas ones for

menace
ers lost
papaya

the first six months of 2010-11. "Three years ago we were extracting about 500 kg of latex a day and processing 20 tonnes a month," says

to three
fruit qua
processi
Ente
importe
tiny inse
found t
pest, fro
toid wor
the pap
well as
Pradesh
oca in K
Andhra
been aff
around
able to r
Hop
farmer
Coimbat
"I will r
first," s
up a tes
fighting
T.R.
in the s
paya on



PAPAYA MEALYBUG

Papaya, cotton, tapioca, and 70 other plants

2007

Karnataka, Maharashtra, Kerala, Tamil Nadu, AP, Tripura

Acerophagous papayae, Anagyrus loeckii, and Pseudleptomastix mexicana

₹500 crore

Good publicity pays off

Positive publicity about IPM CRSP work has resulted in:

- USAID reps attending our workshop on papaya mealybug
- USAID reps attending our workshop on the production of biocontrol agents in Tamil Nadu in July



World Wide Web: Milestones



Early Internet and "Web 1.0"

Social Media; "Web 2.0"

Mobile Computing?



Integrated Pest Management

Collaborative Research Support Program (IPM CRSP)



- HOME
- ABOUT US
- WHAT WE DO
- SUCCESS STORIES
- LIBRARY
- RESEARCH & TECH. ASST.
- CAPACITY BUILDING
- TECH TRANSFER

IPM

The IPM CRSP develops and implements approaches to integrated pest management that help raise the standard of living and improve the environment in countries around the world.

From the Director

Impacts of the IPM CRSP (pdf)

Announcements

- Job Announcement - IPM CRSP seeks an Assistant Director
- APS - IPPC Joint Meeting
- International Short Course on Plant Diagnostics
- IOBC International Workshop on Biological Control and Management

Green Muscle Video

This video shows how to use the biopesticide Green Muscle to manage grasshoppers and locusts in Senegal.

IPM CRSP Program Leader Wins Award

The American Phytopathological Society gives International Service Award to Dr. Naidu Rayapati.

Global Theme Programs

- Invasive Species
- Insect-transmitted viruses
- Regional diagnostic labs
- Information technologies and databases
- Impact assessment

Regional Programs

Select Region

Country Activities Map

Phase I & II Global IPM Sites

Select Region

IPM CRSP



Integrated Pest Management is needed in all areas of the developing world. Pests – insects, weeds, vertebrates, diseases – respect no borders and spread through plant and animal migration, wind, water, and by human activity, including trade in plant and animal products.



IPM CRSP practitioners understand that gender must be an integral part of every project. Here, two gender specialists demonstrate a mapping technique that will assist villagers in understanding the resources they have and who controls them.

Concerns over bio-security and invasive species are global issues that require IPM attention in both developed and developing countries. Through IPM, crop losses and pesticide use are reduced, farmer

Search IPM CRSP

Search

Search

Go

Featured Articles

- IPM Researcher Wins Smucker Award
- IPM Program Director Featured in Guam Newspaper
- IPM Researchers Contribute Chapter to Book
- IPM program fights global agricultural pest
- IPM Sows Hopes On Pest-free Farms
- Collaboration Leads to Virus Discovery
- Research Articles from Honduras in Spanish
- Mites Make Right in Honduras
- Through with Thrips
- IPM Researchers Aid Malian Agriculture

Key Resources

At a Glance

- IPM CRSP Countries at a Glance
- IPM CRSP Host Country Institutions at a Glance
- IPM CRSP U.S. Partner Universities at a Glance
- IPM CRSP Alumni List (pdf)



IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



Google Custom Search

[About Us](#)

[What We Do](#)

[Success Stories](#)

[Official Reporting](#)

[Expert Information](#)

[Partners' Resources](#)

Announcements

- ▶ Defend against a new type of bacteria assoc. with psyllids and plants, spreading in North America and New Zealand
- ▶ Workshop on Production of Biocontrol agents: *Trichoderma* & *Pseudomonas*
- ▶ APS-IPPC Joint Meeting
- ▶ Asian-Pacific Weed Science Society announces destination for 23rd conference



Highlighted Features

[From the Director](#)

[Impact Examples](#)

[Success Stories by Region](#)

[Regional Projects](#)

[Global Projects](#)

[Photo Gallery](#)

SOS Mangues (SOS Mangoes) Video

In this video, see what a team of Virginia Tech researchers and partner scientists in Senegal are doing to combat the problem of the mango fruitfly. Click here: [SOS Mangues \(SOS Mangoes\) Video](#)

This site makes extensive use of files in Adobe PDF format. If you are unable to view these files, install the free Adobe Reader - click here:



IPM CRSP

The IPM CRSP develops and implements approaches to integrated pest management that help raise the standard of living and improve the environment in countries around the world.

Integrated Pest Management is needed in all areas of the developing world. Pests—insects, weeds, vertebrates, diseases—respect no borders and spread through plant and animal migration, wind, water, and by human activity, including trade in plant and animal products.

Concerns over bio-security and invasive species are global issues that require IPM attention in both developed and developing countries. Through IPM, crop losses and pesticide use are reduced, farmer income increased, and education capabilities improved.

One reason IPM CRSP work is so effective is that all development work under this program integrates *gender* as a critical component.

IPM projects are divided into two broad categories: regional programs and global theme programs. Regional programs address problems of a specific area while global theme programs deal with universal issues.

Featured Articles

- ▶ Tajik ambassador to the U.S. visits Michigan State, Central Asia IPM team
- ▶ Workshop held on tomato IPM in the San José de Ocoña region of the Dominican Republic
- ▶ Researchers hold annual meeting in the Dominican Republic
- ▶ University scientist discovers presence of insect pest in Indonesia
- ▶ International Association for the Plant Protection Sciences (IAPPS) Blog Launched
- ▶ IPM scientist interviewed: use of FTA-style cards in diagnosing plant diseases
- ▶ IPM scientists combat pest of highly prized cacao in Ecuador
- ▶ Indian Press covers IPM CRSP International Plant Virus Disease Network workshop
- ▶ IPM Researchers Contribute Chapter to Book
- ▶ USAID Mali mission awards \$2.5 million to the IPM CRSP



IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



Google Custom Search

[About Us](#)

[What We Do](#)

[Success Stories](#)

[Official Reporting](#)

[Expert Information](#)

[Partners' Resources](#)

Announcements

- ▶ Defend against a new type of bacteria assoc. with psyllids and plants, spreading in North America and New Zealand
- ▶ Workshop on Production of Biocontrol agents: *Trichoderma* & *Pseudomonas*
- ▶ APS-IPPC Joint Meeting
- ▶ Asian-Pacific Weed Science Society announces destination for 23rd conference

Highlighted Features

[From the Director](#)

[Impact Examples](#)

[Success Stories by Region](#)

[Regional Projects](#)

[Global Projects](#)

[Photo Gallery](#)

SOS Mangues (SOS Mangoes) Video

In this video, see what a team of Virginia Tech researchers and partner scientists in Senegal are doing to combat the problem of the mango fruitfly. Click here: [SOS Mangues \(SOS Mangoes\) Video](#)

This site makes extensive use of files in Adobe PDF format. If you are unable to view these files, install the free Adobe Reader - click here:



- [Stories by Region](#)
- [Impact Examples](#)
- [Photo Gallery](#)
- [Video Gallery](#)



IPM CRSP

The IPM CRSP develops and implements approaches to integrated pest management that help raise the standard of living and improve the environment in countries around the world.

Integrated Pest Management is needed in all areas of the developing world. Pests—insects, weeds, vertebrates, diseases—respect no borders and spread through plant and animal migration, wind, water, and by human activity, including trade in plant and animal products.

Concerns over bio-security and invasive species are global issues that require IPM attention in both developed and developing countries. Through IPM, crop losses and pesticide use are reduced, farmer income increased, and education capabilities improved.

One reason IPM CRSP work is so effective is that all development work under this program integrates *gender* as a critical component.

IPM projects are divided into two broad categories: regional programs and global theme programs. Regional programs address problems of a specific area while global theme programs deal with universal issues.

Featured Articles

- ▶ Tajik ambassador to the U.S. visits Michigan State, Central Asia IPM team
- ▶ Workshop held on tomato IPM in the San José de Ococe region of the Dominican Republic
- ▶ Researchers hold annual meeting in the Dominican Republic
- ▶ University scientist discovers presence of insect pest in Indonesia
- ▶ International Association for the Plant Protection Sciences (IAPPS) Blog Launched
- ▶ IPM scientist interviewed: use of FTA-style cards in diagnosing plant diseases
- ▶ IPM scientists combat pest of highly prized cacao in Ecuador
- ▶ Indian Press covers IPM CRSP International Plant Virus Disease Network workshop
- ▶ IPM Researchers Contribute Chapter to Book
- ▶ USAID Mali mission awards \$2.5 million to the IPM CRSP



IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



USAID
FROM THE AMERICAN PEOPLE

Google Custom Search

Go

[About Us](#)

[What We Do](#)

[Success Stories](#)

[Official Reporting](#)

[Expert Information](#)

[Partners' Resources](#)

Highlighted Features

[From the Director](#)

[Impact Examples](#)

[Success Stories by Region](#)

[Regional Projects](#)

[Global Projects](#)

[Photo Gallery](#)

SOS Mangues (SOS Mangoes) Video

In this video, see what a team of Virginia Tech researchers and partner scientists in Senegal are doing to combat the problem of the mango fruitfly. Click here: [SOS Mangues \(SOS Mangoes\) Video](#)

This site makes extensive use of files in Adobe PDF format. If you are unable to view these files, install the free Adobe Reader - [click here](#):



[IPM CRSP Success Stories > Asia](#)

Fruit fly frenzy for pheromones in Bangladesh

By *Friedaricka Steed*

Everyone knows that you can catch more flies with honey than with vinegar, but Bangladeshi farmers have a better way. They use cuelure.

Cuelure, named after the formidable melon fly *Bactrocera cucurbitae*, is a synthetic chemical compound that mimics female melon fly sex pheromones. It was introduced to cucurbit farmers in Bangladesh only a few years ago – cucurbits being melons, cucumbers and gourds – by the USAID-funded Integrated Pest Management Collaborative Research Support Program (IPM CRSP) as part of an IPM program to reduce melon fly damage to cucurbit crops.

Cuelure – the insect equivalent of Chanel #5 – is irresistible to male melon flies. When placed in a recycled plastic jar with a small amount of pesticide, it lures fruit flies to their death. IPM CRSP scientists have demonstrated that the pheromone trap is highly effective and can catch 5-18 times as many flies as the original trap using mashed gourd instead of the pheromone. Eliminating hundreds of flies daily, the traps reduce the cost of pest control and increase crop yields. Additionally, when pheromone traps are used together with mashed gourd traps, farmers increase net returns by over 300%.

The importance of cucurbits to the Bangladesh economy cannot be overestimated. Over 15 different types are marketed locally and internationally – the sweet gourd, the bitter gourd and the snake gourd, for example. Until recently, though, the dreaded melon fly has taken a huge bite out of profits, making farmers question whether they should even continue growing them. With cuelure however, farmers are no longer hesitant. The traps have given them great confidence.

The whole country is buzzing with excitement as farmers whisk their beautiful cucumbers and melons to market. It has completely turned their lives around. Nazrul Islam Khan, a farmer in the western district of Jessore, calls it a "magic trap." Before cuelure, pesticides were applied on a weekly basis, costing the farmers more to produce the vegetables than they were making through sales, not to mention causing health and environmental problems. With cuelure, damage caused by fruit flies went down 70%, and farmers have been making a profit. This year, many growers now using cuelure bait traps no longer use pesticides at all.

After just a few seasons with the new technique, Bangladeshi cucurbit farmers are making three times what they made before using cuelure. Imagine making three



Bangladeshi farmers set up cuelure traps during a farmer field school at the Bangladesh Agricultural Research Institute (BARI).





IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



USAID
FROM THE AMERICAN PEOPLE

Google Custom Search

[About Us](#)

[What We Do](#)

[Success Stories](#)

[Official Reporting](#)

[Expert Information](#)

[Partners' Resources](#)

Highlighted Features

[From the Director](#)

[Impact Examples](#)

[Success Stories by Region](#)

[Regional Projects](#)

[Global Projects](#)

[Photo Gallery](#)

SOS Mangles (SOS Mangoes) Video

In this video, see what a team of Virginia Tech researchers and partner scientists in Senegal are doing to combat the problem of the mango fruitfly. Click here: [SOS Mangles \(SOS Mangoes\) Video](#)

This site makes extensive use of files in Adobe PDF format. If you are unable to view these files, install the free Adobe Reader - [click here](#):



Application Demonstration using a backpack sprayer



Application Demonstration using hand bottle sprayer



Application Demonstration using an atomizer



Application Demonstration using an atomizer



Application Demonstration using balai/homemade broom



Demonstration showing coverage and risk



Demonstration using a watering can (arrosoir)



Demonstration using a watering can (arrosoir)



Issa Sidibe, training with poster version of a pesticide safety book



Lecture on pesticide safety



Lesson on pesticide handling and exposure



Lesson on proper use of protective clothing



Participants from Dombila, Mali



Participants from Kominta, Mali



Participants from Sonitveni, Mali



Pesticide safety lesson - toxicity of pesticides



IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



Google Custom Search

[About Us](#)

[What We Do](#)

[Success Stories](#)

[Official Reporting](#)

[Expert Information](#)

[Partners' Resources](#)

Highlighted Features

[From the Director](#)

[Impact Examples](#)

[Success Stories by Region](#)

[Regional Projects](#)

[Global Projects](#)

[Photo Gallery](#)

[SOS Manges \(SOS Mangoes\) Video](#)

In this video, see what a team of Virginia Tech researchers and partner scientists in Senegal are doing to combat the problem of the mango fruitfly. Click here: [SOS Manges \(SOS Mangoes\) Video](#)

This site makes extensive use of files in Adobe PDF format. If you are unable to view these files, install the free Adobe Reader - [click here](#):



SOS Manges Video

Mangoes are an important part of Senegal's economy, representing 63 percent of the West African country's fruit crop. The growing and harvesting of mangoes brings a livelihood to the more than 24,000 people who work in the industry. So devastation of the crop by the mango fruitfly has serious consequences. This 13-minute video explores the problem, describing how the mango fruitfly attacks the crop, and what a team of Virginia Tech researchers and partner scientists in Senegal are doing to combat the pest. The video is in French.





IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



- [Home](#)
- [About Us](#)
- [What We Do](#)
- [Success Stories](#)
- [Publications](#)
- [Capacity Building](#)
- [Tech Transfer](#)

From the Director

Impacts of IPM CR

Announcements

- ▶ Defend against a n bacteria assoc. wit and plants, spread America and New.
- ▶ Workshop: Manag the Diamondback I Other Crucifer Inse
- ▶ APS-IPPC Joint M
- ▶ Asian-Pacific Wee Society announces destination for 23rd conference
- ▶ Job Announcemen Research Assistar the IPM CRSP Ge Theme

Global Theme Pro

Regional Program:

Key Resources

Contract Documen

IPM Project Sites

Photo Gallery

SOS Mangues (SC Mangoes) Video



IPM CRSP

Integrated Pest Management
Collaborative Research Support Program



- [Home](#)
- [About Us](#)
- [What We Do](#)
- [Success Stories](#)
- [Publications](#)
- [Capacity Building](#)
- [Tech Transfer](#)

From the Director

Impacts of IPM CRSP

Announcements

- ▶ Defend against a new type of bacteria assoc. with psyllids and plants, spreading in North America and New Zealand
- ▶ Workshop: Management of the Diamondback Moth and Other Crucifer Insect Pests
- ▶ APS-IPPC Joint Meeting
- ▶ Asian-Pacific Weed Science Society announces destination for 23rd conference
- ▶ Job Announcement - Graduate Research Assistantship for the IPM CRSP Gender Global Theme

Global Theme Programs

Regional Programs

Key Resources

Contract Documents

IPM Project Sites

Photo Gallery

SOS Mangues (SOS Mangoes) Video

From the Director

Welcome to the IPM CRSP website!

I am honored to serve as the program director of a global development program that is changing the lives of thousands of people around the world. The reach of the IPM CRSP is phenomenal: it comprises 11 long-term projects in 33 countries, and involves 22 collaborating American universities, as well as 51 host country institutions.

I am boggled by these numbers, but I am even more boggled by the dedication and passion of our 11 talented program leaders and our many wonderful collaborating partners — it is thanks to them that we are able to create a program that is having so much success: giving jobs to Bangladeshi women, controlling cacao pod borer with biodegradable plastics in Indonesia, producing strawberries in the Philippines and Honduras without using pesticides, curtailing the spread of the invasive weed parthenium in Eastern and Southern Africa, and even providing American scientists with practical knowledge about potentially invasive pests that have not yet made it to American shores.

I hope that as you explore this website, you will learn something about the fascinating area of science and agriculture that is integrated pest management. For starters, I suggest checking out these features:

- ▶ [Photo Gallery](#): View images from our projects around the globe.
- ▶ [Green Muscle Video](#): This video shows how the biopesticide Green Muscle is used to manage grasshoppers and locusts in Senegal (itâ€™s in French, but youâ€™ll still get the gist, and the images are captivating).
- ▶ [Gender Page](#): Learn why involving women in IPM makes a dramatic difference in achieving results.
- ▶ [Success Stories](#): Learn how one of our programs is reducing a vegetable scourge in India.

Or simply tour our various projects, both the *Regional* ones and the *Global Theme* ones.

I hope you enjoy your visit. *Let me know* if you have a question or an insight to share.

Best regards,

Muni Muniappan



Color Blindness: Normal [Prolan](#) [Deutan](#) [Tritan](#)
 Anomalous Forms: Mono [Prolan](#) [Deutan](#) [Tritan](#)
 Coverage Testing: Monochrome [Black](#) [White](#) [Gray](#)
 Toggle: Scripts [\[nonGIF\]](#) images [\[invalid\]](#) CSS
 go to: [This page](#) [ColorFilter](#) [ColorLab](#) [AWARE](#)



IPM

Integrated Pest
Collaborative R

Home About Us What V

From the Director

Impacts of IPM CRSP

Announcements

- ▶ Defend against a new type of bacteria assoc. with psyllids and plants, spreading in North America and New Zealand
- ▶ Workshop: Management of the Diamondback Moth and Other Crucifer Insect Pests
- ▶ APS-IPPC Joint Meeting
- ▶ Asian-Pacific Weed Science Society announces destination for 23rd conference
- ▶ Job Announcement - Graduate Research Assistantship for the IPM CRSP Gender Global Theme

Global Theme Programs

Regional Programs

Key Resources

Contract Documents

IPM Project Sites

Photo Gallery

SOS Mangues (SOS Mangoes) Video

From the

Welcome

I am hono
develop
people ar
phenome
and invol
host cour

I am bogg
the dedic
and our r
them that
success:
pod bore
strawber
partheni
potential

I hope tha
that is int

- ▶ *Photo Gallery*: View images from our projects around the globe.
- ▶ *Green Muscle Video*: This video shows how the biopesticide Green Muscle is used to manage grasshoppers and locusts in Senegal (it's in French, but you'll still get the gist, and the images are captivating).

▶ Ge

▶ Su

Or simply

I hope yo

Best rega

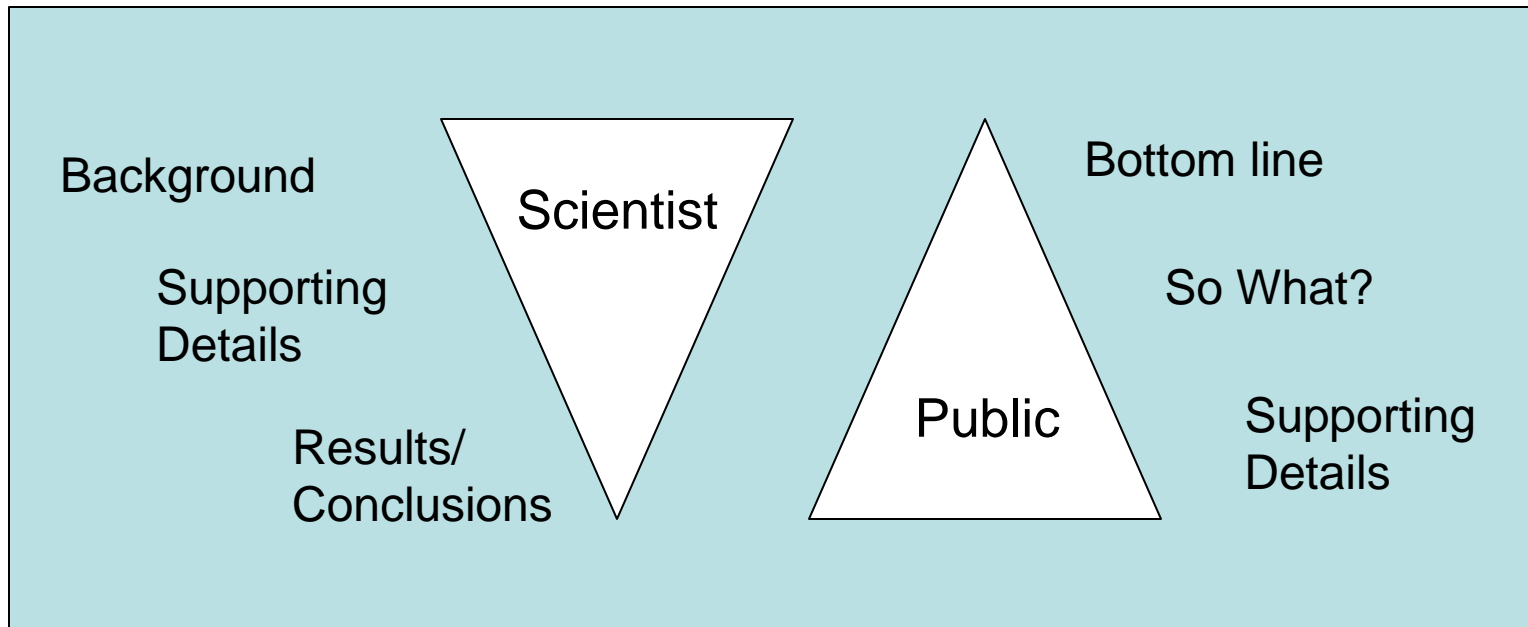
Muni Mur

```

36 </head>
37 <body class="twoColFixItHdr">
38 <div id="middle-bg">
39 <div id="footer-bg">
40 <div id="header-bg">
41 <div id="sitewrapper">
42 <div id="header">
43 <div id="headerlogo"><a href="index.html"></a>
44 <a href="#mainContent" class="SkipNav">Skip navigation</a>
45 </div>
46 <div id="headersaidlogo"><a href="http://www.usaid.gov/"></a></div>
47 <div id="SearchIPMCRSP">
48 <form action="http://www.cired.vt.edu/ipmcrsp/search-results.html" id="cse-search-box">
49 <div>
50 <input type="hidden" name="cx" value="D07574010437734257299:rei9e0wfdts" />
51 <input type="hidden" name="cof" value="FORID:10" />
52 <input type="hidden" name="ie" value="UTF-8" />
53 <input type="text" name="q" value="10" />
54 <input type="submit" name="sa" value="Go" />
55 </div>
56 </form>
57 <script type="text/javascript" src="http://www.google.com/cse/brand?form=cse-search-box&lang=en"></script>
58 </div>
59 <!-- end header -->
60 </div>
61 <div id="container">
62 <ul id="gn0" class="gn0">
63 <li><a accesskey="h" class="qparent" href="index.html"><em>H</em></a></li>
64 <li><a accesskey="a" class="qparent" href="AboutUs/About_Us.html"><em>A</em></a></li>
65 </ul>
66 <ul>
67 <li><a href="director_message.html">Letter From the Director</a></li>
68 <li><a href="AboutUs/crsp_consortium.html">The CRSP Consortium</a></li>
69 <li><a href="AboutUs/cired_vt.html">CIRED (Managing Entity)</a></li>
70 <li><a href="AboutUs/partner_institutions.html">Partner Institutions</a></li>
71 <li><a href="AboutUs/graduate_students.html">Graduate Students</a></li>
72 </ul>
73 </li>
74 <li><a accesskey="w" class="qparent" href="WhatWeDo/"><em>W</em></a></li>
75 </ul>
76 <li><a href="WhatWeDo/What_is_IPM.html">What is IPM</a></li>
77
78 <!-- end sidebar -->
79 </div>
80 <div id="mainContent">
81 <div id="maintext">
82 <div class="imageses" style="width:322px;">
83 <div id="image"></div>
84 </div>
85 <h1>From the Director</h1>
86 <p>Welcome to the IPM CRSP website!<br />
87 </p>
88 <p>I am honored to serve as the program director of a global development program that is changing the lives of
thousands of people around the world. The reach of the IPM CRSP is phenomenal: it comprises 11 long-term projects in 33 countries,
and involves 22 collaborating American universities as well as 51 host country institutions.</p>
89 <p>I am boggled by these numbers, but I am even more boggled by the dedication and passion of our 11 talented program
leaders and our many wonderful collaborating partners &dash; it is thanks to them that we are able to create a program that is
having so much success: giving jobs to Bangladeshi women, controlling cacao pod borer with biodegradable plastics in Indonesia,
producing strawberries in the Philippines and Honduras without using pesticides, curtailing the spread of the invasive weed
parthenium in Eastern and Southern Africa, and even providing American scientists with practical knowledge about potentially invasive
pests that have not yet made it to American shores.</p>
90 <p>I hope that as you explore this website, you will learn something about the fascinating area of science and
agriculture that is integrated pest management. For starters, I suggest checking out these features:</p>
91 <ul type="disc">

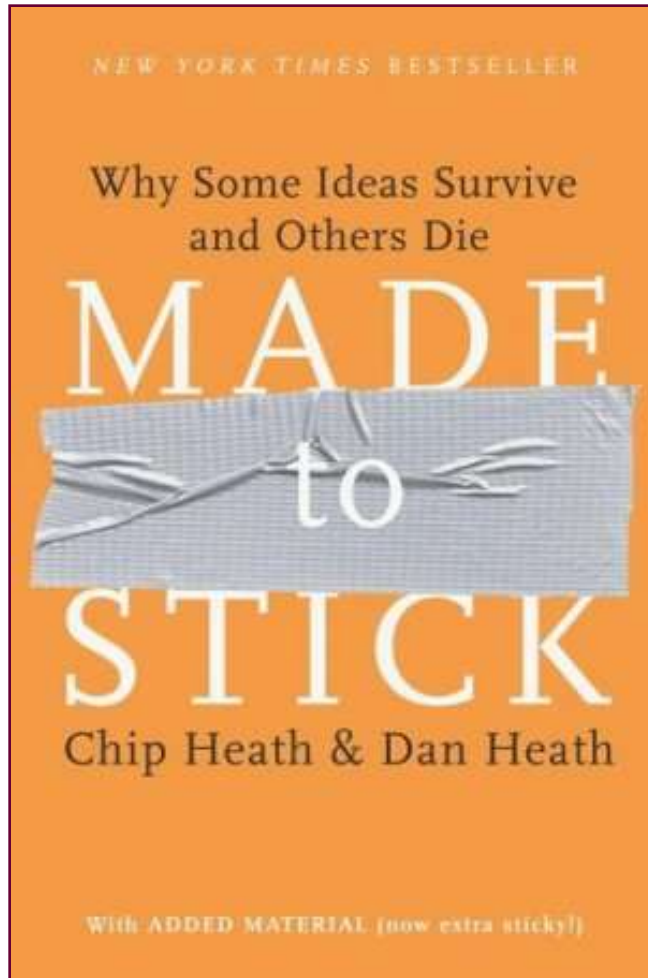
```


Differences in structuring messages between scientists and the unwashed masses



Graphic from the AAAS.

How do you do it?



Use this mnemonic:

1. Simple
2. Unexpected
3. Concrete
4. Credible
5. Emotional
6. Story

= succes(s)!

The Curse of Knowledge

- You know way more than you think you know.



What Have We Learned?

- A brief overview of some recent communication efforts by the IPM CRSP, including some website changes
- It's importance to communicate the work that we do to the general public.
- How to make ideas sticky: simple, unexpected, concrete, credible, emotional, story
- Curse of Knowledge

Better communication benefits all of us

