

## **Arizona Crop Information Site Technical Support IPM Proposal 2005**

**Project Leaders:** Al Fournier, John Palumbo, Peter C. Ellsworth, Pat Clay

**U of A Team Members:** Barry Tickes (Yuma co.) Pat Clay (Pinal/Maricopa co.), Steve Husman, vice-Husman (Pinal/Pima co.), vice-Bequette (Yuma co.), Bill McCloskey, Russ Tronstad, Trent Teegerstrom, Mary Olsen, Paul Brown, Tim Dennehy, Yves Carriere, Ed Martin, Eric Norton (La Paz co.), Randy Norton (Graham co.), Jeffrey Silvertooth, Paul Brown

**Location:** Worldwide

### **Situation/Critical Issue to be Addressed:**

The mission of the Arizona Crop Information Site (ACIS) is to provide growers, PCAs, pest managers, and allied agricultural industries, county Extension personnel, researchers, state and Federal regulators, and the general public with current, independent, research-based desert crop production and protection information. Since its inception, ACIS has greatly enhanced stakeholder access to critical, timely information related to Arizona crop management across all major crops and all types of pests. ACIS has facilitated rapid dissemination of scientific information that has helped to inform pest management decision-making and other crop production efforts statewide. Growers, PCAs, and other stakeholders have attested to the importance and usefulness of ACIS to their crop and pest management activities (see attached Position Statement). Monthly activity on the site is on the order of tens of thousands of hits. The ACIS website has been used by numerous Extension personnel as important communication and distribution channels and links to key clientele. The value of this critical communication tool, which our clientele have come to rely on, is current threatened following the loss of the Program Coordinator (J. Jones) last fall and lack of available staff to maintain and expand this valuable resource. ACIS has not been significantly updated since October, 2004. Ultimately, this shortcoming impedes our ability as Extension educators to communicate critical information to our agricultural clientele in a timely and economic manner and forces us to rely on more diffuse and less efficient methods of communication. In the long-run, this will impact our relationship and credibility with key stakeholder groups, who may turn to other, less independent and less science-based, information sources (primarily industry).

### **Outcomes - Impacts:**

#### *Short-term:*

A short-term benefit of this project will be nearly immediate availability of recently-generated data and educational information.

#### *Medium-term:*

- Availability of timely information will improve crop/pest management practices in multiple crops.
- ACIS will improve the efficiency and effectiveness of communication efforts of Extension educators (on campus, in counties, and at research centers), which should improve morale and time management of U of A staff.
- All stakeholders will benefit from this proposal, as will U of A Cooperative Extension, through increased effectiveness of interaction with stakeholders.

- Improved communication with stakeholders achieved through ACIS will inform our grant-writing efforts and improve our competitiveness for regional and national funding by increasing stakeholder input.

*Long-term:*

- ACIS support will improve our relationship and credibility with agricultural clientele.
- A long-term goal is to extend the ACIS model to other program foci, particularly community IPM, including turf, horticulture, school IPM and structural IPM.

**Plan for Evaluation:**

The usefulness and vitality of ACIS will be measured by the number of web hits to various areas of the site. The functionality, relevance, and content of ACIS will be evaluated through stakeholder input via meetings, workshops, and surveys aimed at needs assessment.

**Outputs:**

*Activities:*

- Organization, development, formatting and posting of a backlog of crop/pest management information and data. For example,
  - Linkages to and contextual location of '04 and '05 CALS commodity reports
  - UA Cooperative Extension IPM Publication No. 8
  - Cotton Insect Losses 2004
  - Vegetable Insect Losses 2004
  - Print versions of recent, relevant Extension presentations (numerous)
  - Report to the Western Region IPM coordinating committee (WERA-69)
  - Updates on the Arizona Plant Diagnostic Network and national system
  - And, notices of emerging threats, e.g., detections of Q-biotype whiteflies
- Outreach efforts to educate growers, Extension agents, and other clientele about the contents and functionality of ACIS.
- Evaluation of ACIS design, content and effectiveness for serving clientele needs. This will be accomplished by obtaining stakeholder feedback on ACIS at meetings, workshops, and through survey questions.

*Products:* New and revised information posted to ACIS; some information may also be reproduced in Extension bulletins, fact sheets, newsletters and other “traditional” Extension formats as needed or appropriate.

*Participation:* Major users of ACIS include growers, PCAs, pest managers, and allied agricultural industries, county Extension personnel, researchers, state and Federal regulators.

**Inputs:**

- Funding for salary support for a Web specialist to maintain and expand ACIS and related databases.
- This may be offset by other funding sources generated through future external grants.

**Estimated Budget:** \$5,000 for salary support; will be offset by future external funding sources.

**ARIZONA CROP INFORMATION SITE TECHNICAL SUPPORT – 2005 IPM PROPOSAL**

SITUATION	INPUTS	OUTPUTS		OUTCOMES – IMPACT		
		Activities	Participation	Short	Medium	Long Term
<p>The Arizona Crop Information Site (ACIS) provides growers, PCAs, pest managers, and allied agricultural industries, county Extension personnel, researchers, state and Federal regulators, and the general public with current, independent, research-based desert crop production and protection information. Since its inception, ACIS has greatly enhanced stakeholder access to critical, timely information related to Arizona crop management across all major crops and all types of pests. The scientific information provided by ACIS has informed pest management decision-making and other crop production efforts statewide. The value of this critical communication tool, which our clientele have come to rely on, is currently threatened following the loss of the Program Coordinator last fall and lack of available staff to maintain and expand this valuable resource. ACIS has not been significantly updated since October, 2004. Ultimately, this shortcoming impedes our ability as Extension educators to communicate critical information to our agricultural clientele in a timely and economic manner and forces us to rely on more diffuse and less efficient methods of communication. In the long-run this will impact our relationship and credibility with key stakeholder groups, who may turn to other, less independent and less science-based, information sources (primarily industry).</p>	<p>Funding for salary support for a Web specialist to maintain and expand ACIS and related databases.</p> <p>This may be offset by other funding sources generated through future external grants.</p>	<p>Organization, development, formatting and posting of a backlog of crop management information and data.</p> <p>Outreach efforts to educate growers, Extension agents, and other clientele about the contents and functionality of ACIS.</p> <p>Evaluation of ACIS design, content and effectiveness for serving clientele needs. This will be accomplished by obtaining stakeholder feedback on ACIS at meetings, workshops, and through survey questions.</p> <p><b>Products:</b> New and revised information posted to ACIS; some information may also be reproduced in Extension bulletins, fact sheets, newsletters and other "traditional" Extension formats.</p>	<p>Major users of ACIS include growers, PCAs, pest managers, and allied agricultural industries, county Extension personnel, researchers, state and Federal regulators, policy-makers, and clients worldwide.</p>	<p>A benefit of this project will be nearly immediate availability of recently-generated data and educational information.</p> <p>Increased efficiency and use of time of Specialists and Agents who depend on ACIS.</p>	<p>Availability of timely information will improve crop/pest management practices in multiple crops.</p> <p>ACIS will improve the efficiency and effectiveness of communication efforts of Extension educators (on campus, in counties, and at research centers), which should improve morale and time management of U of A staff.</p> <p>All stakeholders will benefit from this proposal, as will U of A Cooperative Extension, through increased effectiveness of interaction with stakeholders.</p> <p>Improved communication with stakeholders achieved through ACIS will inform our grant-writing efforts and improve our competitiveness for regional and national funding.</p>	<p>ACIS support will improve our relationship and credibility with agricultural clientele</p> <p>A long-term goal is to extend the ACIS model to other program foci, particularly community IPM, including turf, horticulture, school IPM and structural IPM.</p>

**Position Statement  
Arizona Agricultural Clientele**

We, as stakeholders in Arizona agriculture, have greatly benefited from the Arizona Crop Information Site (ACIS), currently hosted on the University of Arizona website. Since its inception, ACIS has greatly enhanced our access to critical, timely information related to Arizona crop management across all major crops and all types of pests. This important communication tool has facilitated rapid dissemination of scientific information that has helped to inform pest management decision-making and other crop production efforts in the state. We regret the loss of attention to updating ACIS which has occurred in recent months, and we urge the College of Agriculture and Life Sciences (CALS) to consider supporting all efforts to maintain and expand the website as needed to continue meeting the needs of growers, Pest Control Advisors, and allied industries in Arizona.

Signed,

<i>Don Walker</i>	<i>Ray C. Ritten</i>
<i>Bruce Manning</i>	<i>John Lutz</i>
<i>Virginia Bush</i>	<i>Steve R. R.</i>
<i>Frank Thurston</i>	<i>Arthur J. Anderson</i>
<i>Pat A. [unclear]</i>	<i>Michelle B. Anderson</i>
<i>Earl B.</i>	<i>Jeff [unclear]</i>
<i>James M. Richardson</i>	<i>John [unclear]</i>
<i>Allen [unclear]</i>	<i>John [unclear]</i>
<i>James A. [unclear]</i>	<i>Paul [unclear]</i>
<i>James [unclear]</i>	<i>Ed [unclear]</i>
<i>Greg Mully</i>	<i>Mike [unclear]</i>
<i>Bill [unclear]</i>	<i>Tom [unclear]</i>
<i>Scott L. Mullen</i>	
<i>[unclear]</i>	
<i>Walter [unclear]</i>	
<i>Mike [unclear]</i>	
<i>Steve [unclear]</i>	
<i>Peter [unclear]</i>	
<i>R. [unclear]</i>	