

2018 AppleTalk Annual Report

Registration, New Incentives, Survey Results

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Whole Foods Market 2014 Supplier Award for Outstanding Quality Assurance

2012, 2009 US EPA Sustained Excellence in IPM Award

2009, 2008, 2005, 2004 National Champion, US EPA Pesticide Environmental Stewardship Program

2005 Children's Environmental Health Recognition Award, US EPA Office of Children's Health Protection

First call: April 9, 2019

New for 2019!

- New subscriber incentive.
- Refer a new subscriber incentive.
- Blog only subscription returns.

Call and blog format:

- Calls will begin by answering several grower questions before John Aue or a guest speaker begin their presentation.
- Call summaries will be posted within 24 – 48 hours of each AppleTalk and sent as a PDF via email.
- Recordings of calls may be streamed from the AppleTalk blog. Links to the call stream will be included in the call summaries and emails sent after the call.

Referrals and testimonials are one of the best ways to help AppleTalk grow. Refer an orchard to AppleTalk to receive the new subscriber discount!

- “I have been participating in AppleTalk since the beginning, and it continues to improve over the years. It’s a valuable tool that closely follows our seasonal crop phenology and constantly adjusts to discuss what is happening in the orchard and what to prepare for.”
 - *Bill Stone, Brightonwoods Orchard*
- “The increased attention to organic management has been very helpful. Both in terms of strategies for pest control and use of organic materials.”
 - *Rami Aburomia, Atoms to Apples*
- “Just starting out, I didn’t have much experience growing apples. The ability to participate in AppleTalk over the last couple of seasons has been instrumental in laying the foundation of my education. I would not be nearly as far as I am today if I was doing this completely on my own.”
 - *Wayne Geist, Bushel and a Peck Market*

- AppleTalk began as a granted-funded project through the University of Wisconsin Center for Integrated Agricultural systems. Grants funded these calls at no costs to growers from 2006 to 2014.
- IPM Institute began managing the blog, call facilitation and call summaries in 2013.

Year	Registered Subscribers	Subscriber Fee	Revenue	Contribution to Reserves	Staff Time (hrs.)	Notes
2015	34	\$ 125.00	\$ 8,090.00	\$ 7.86	146.5	AppleTalk donation from Sacia Orchards.
2016	52	\$ 125.00	\$ 9,305.00	\$ 90.34	171.25	100% supported by user fees.
2017	52	\$ 150.00	\$ 7,980.00	\$ -	151	Blog only option removed.
2018	62	\$ 150.00	\$ 9,700.00	\$ (1,756.50)	232.75	Loss associated with taking on additional staff.

- AppleTalk budget supports IPM Institute staff time (Hourly) and John Aue (Contract).

2019 AppleTalk Subscriber Fees

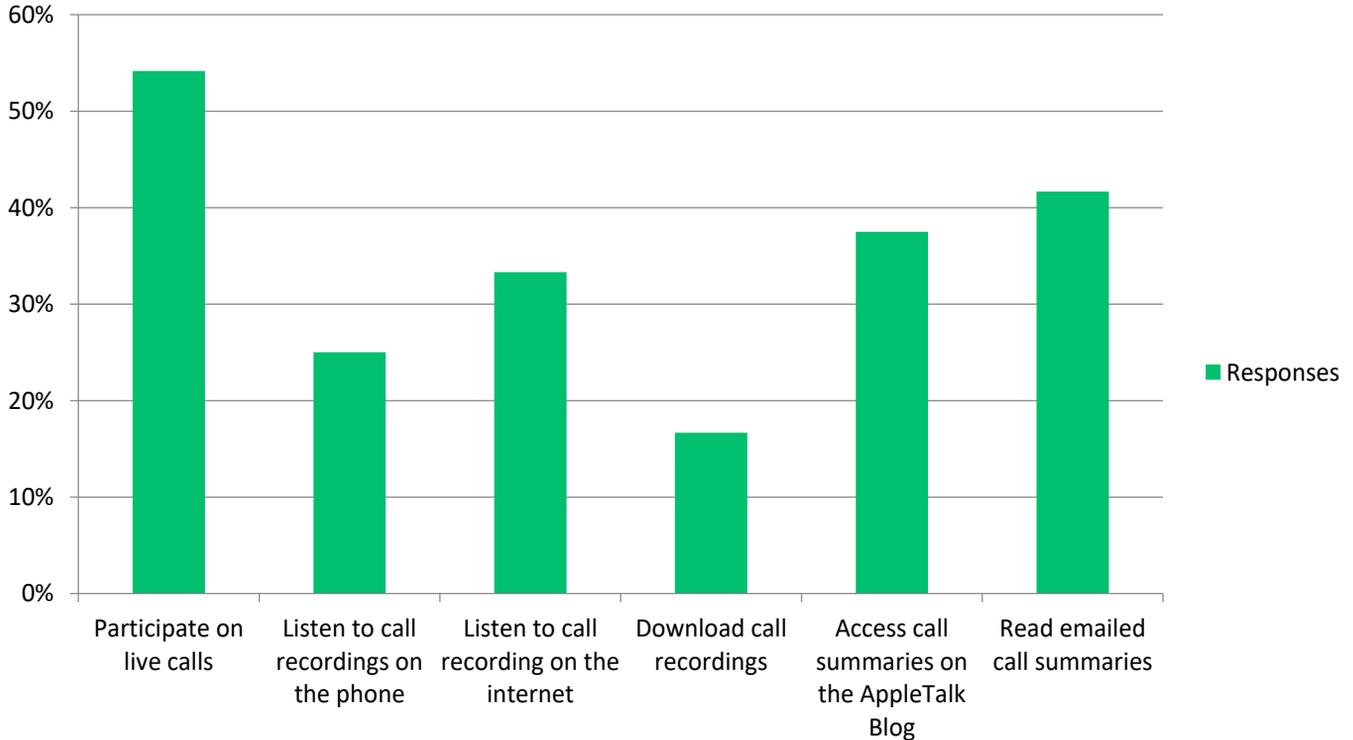
Participant	Subscriber Details	AppleTalk Fee
Existing AppleTalk subscriber	Call and blog access for returning AppleTalk participants.	\$170
First time AppleTalk participant	Special offer for growers who have not previously been a paid subscriber to AppleTalk. Subscription includes call and blog access.	\$150
AppleTalk referral incentive	Refer a new grower to AppleTalk and we will give you AppleTalk at the 2018 price.	\$150
Blog only	Blog only returns after a two-year hiatus.	\$125

- Register for AppleTalk, <https://ipminstitute.org/projects/specialty-crop-grower-services/appletalk/register/>
- To receive the referral incentive, new participants must be registered and your name and orchard must appear on their registration as the referring grower.
- You'll receive a receipt upon registration.

- Thank you to all the growers who responded to the survey.
- The survey consisted of eight questions. Complete results for seven of the eight questions are included. The eighth question was asked for contact information for those interested in providing a testimonial and is not shared.
- Each year we send the AppleTalk survey out towards the end of harvest and leave it open until mid-December.
- The purpose of the survey is to solicit anonymous feedback on our performance and ideas on how we can keep growing AppleTalk.
- 24 of 62 registered growers responded which equals a 38% response rate. More responses will help us better serve you! Next fall please take the survey to let us know how we can keep improving.

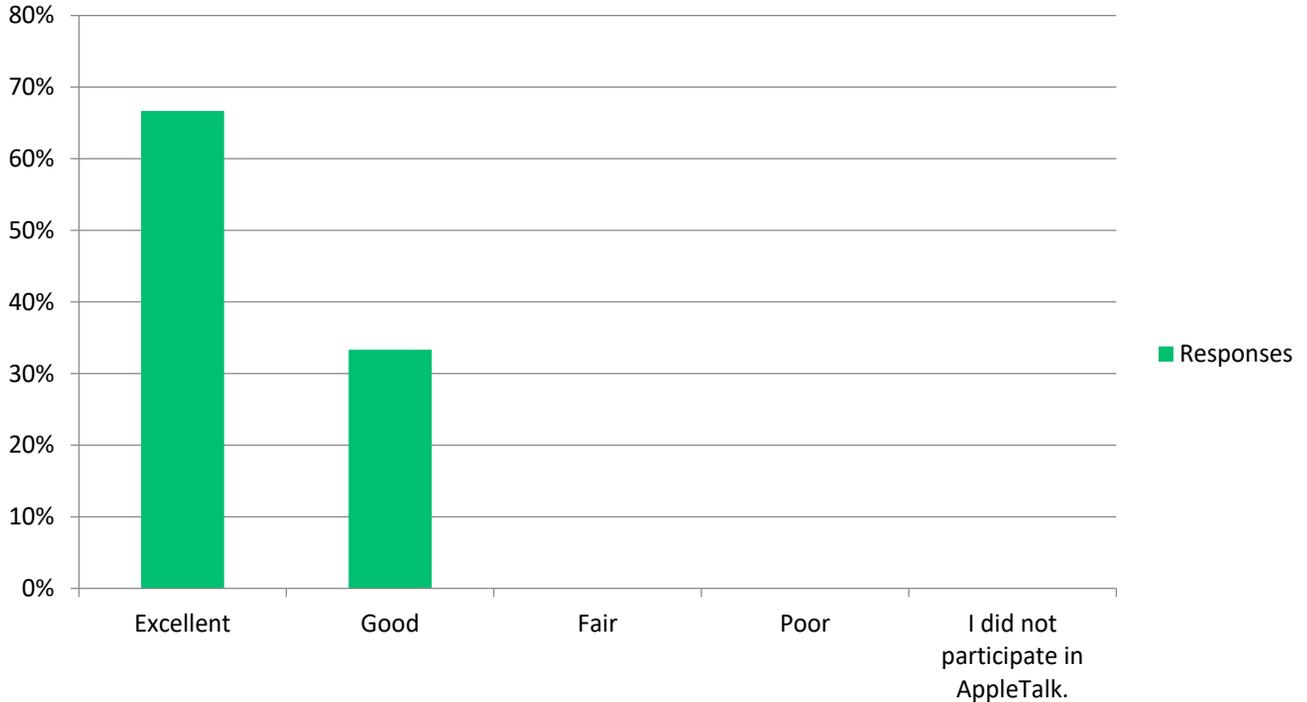
Q1: Please identify your preferred methods of accessing information through the AppleTalk Blog and weekly calls. (Select all that apply)

Answered: 24 Skipped: 0



Q2: What is your overall assessment of AppleTalk, based on your preferred method of accessing the live calls, blog and summaries?

Answered: 24 Skipped: 0



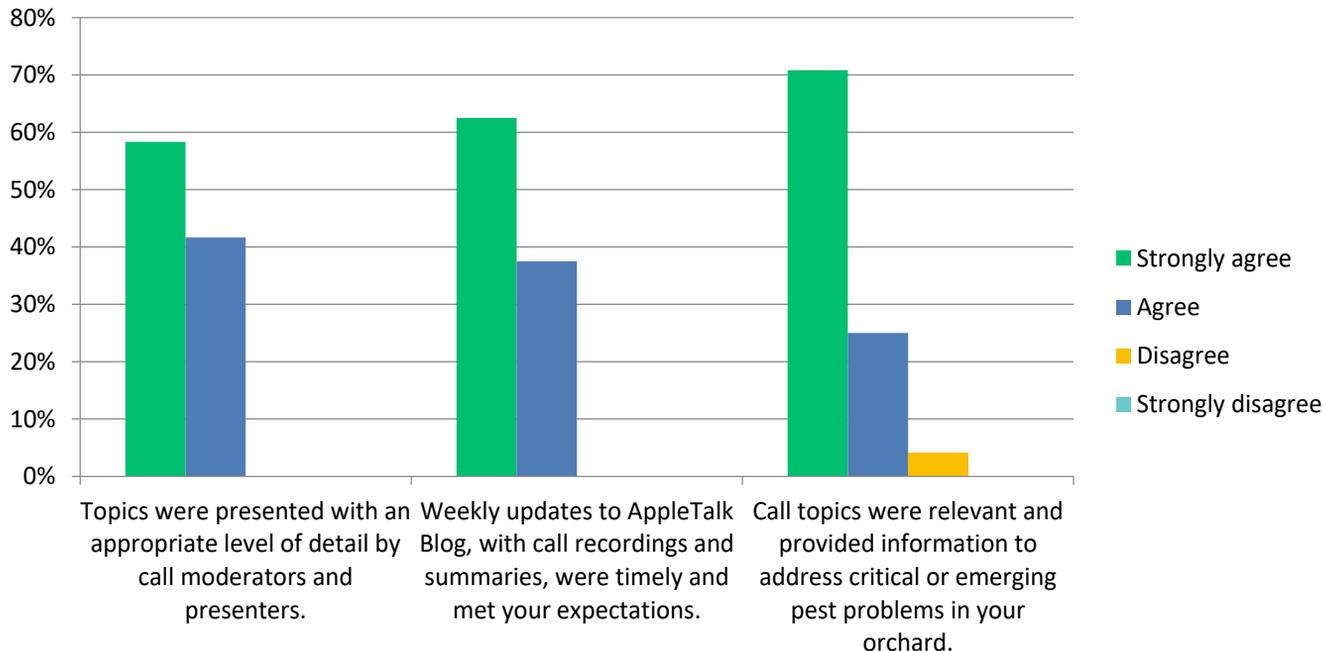
Q3: Through my participation in the AppleTalk Blog and conference calls, I have improved in the following areas:

Answered: 24 Skipped: 0

	Strongly agree		Agree		Disagree		Strongly disagree		Total
	%	n	%	n	%	n	%	n	
Identifying insect pests, diseases and beneficial insects using links and/or pictures posted to call summaries and the blog.	52%	12	39%	9	9%	2	0%	0	23
Use of thresholds, insect and disease models to manage pests.	42%	10	58%	14	0%	0	0%	0	24
Improved confidence managing risk of pesticide resistance.	46%	11	46%	11	8%	2	0%	0	24
Selecting pesticides which help protect or conserve natural enemies and beneficial insects.	54%	13	38%	9	8%	2	0%	0	24
Understanding of strategies to improve crop load and quality, through thinning and nutrient management.	42%	10	54%	13	4%	1	0%	0	24

Q4: Please rate your satisfaction on the following items:

Answered: 24 Skipped: 0



Q5: What do you believe is a fair price to pay for the high level of regional and detailed information provided on the calls, blog and newsletter?

Answered: 23 Skipped: 1

The AppleTalk blog and newsletter have expanded from three pages per call in 2013 to six or more pages in 2018. More staff time is spent preparing the written summaries than preparing and presenting the conference call. The proposed fee for 2019 is a \$20 increase to \$170.

Answer Choices	Responses	
	%	n
\$150	26%	6
\$170	48%	11
\$190	9%	2
\$200	4%	1
Other Amount (please specify)	13%	3

Respondents	Other Amount (please specify)
1	More
2	Depends on orchard size
3	\$100

Q6: Would you like help communicating with customers about how your use of IPM makes you a more sustainable grower? (Select all that apply)

Answered: 23 Skipped: 1

Answer Choices	Responses	
	%	n
Yes, I am interested in this and would purchase posters, brochures or cards If they communicated a clear message to my customers.	44%	10
I am interested in marketing support, but only if it is free.	13%	3
Not interested	35%	8
Other (please specify)	22%	5

Respondents	Other (please specify)
1	Does not apply
2	Would love to find a clearer way to talk to customers about levels of IPM and how sometime it is better than organic in terms of sustainability.
3	Not sure, if they were really good and a good price.
4	Copy for web and printed material would be great.
5	Our customers look for local organic.

Q7: Is there any other feedback you would like to share with us?

Answered: 9 Skipped: 15

This feedback may include recommendations on guest speakers, pests to cover or other items on orchard management.

Respondents	Responses
1	Guests have been great, as has the overall topic discussions. Possibly add discussions on frost damage protection options, expenses and effectiveness.
2	More focus on holistic and organic methods please, plus non-chemical controls for Apple Maggot.
3	Beneficials
4	Could you send a html embedded player in an email so I don't have to download the whole file to play it.
5	You guys do an awesome job all around! I would like the last session or two to include detailed advice on harvest practices, storage techniques and treatments.
6	Maybe to lean up the write ups, just use to add additional info to back up calls. Don't rewrite all what was said in call? Now that Brown Marmorated Stink Bug (BMSB) has been found in WI orchards what actions to take if we find BMSB? Mid-Atlantic or Pennsylvania speaker? "Ghost nets"?
7	Post harvest handling & storage. Steps to mitigate - prevent JB damage; PC and SBFS prevention in organic settings.
8	BMSB and organic thinning.
9	We could use more information on the latest Bio pest control products coming to market.

- 2019 will be an important year to address brown marmorated stink bug across the region. We plan to do this by arranging for guest speakers and dedicating time to discuss this pest several times during the season.
- Each year more information on organic practices has been incorporated into the calls and we will continue expanding this information where appropriate.
- AppleTalk calls streamed from an embedded HTML player in 2017 and 2018 and do not require a download to play. If you are having trouble listening to the calls, please contact us directly.
- The high level of detail in the written summaries will remain. This is necessary so we are adequately addressing needs of IPM and organic producers and communicating information not addressed during the call.
- We are interested in developing marketing resources that you can use to clearly communicate with your customers on how you use sustainable practices at your orchard.

Thank you

Have other questions on AppleTalk? Don't hesitate to contact us directly:

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