

Reaching Out To The Big Sky

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The Montana State University IPM Program has created a communication network that allows Montanans to find the resources they require in a manner that best suits their needs. Outreach to farmers, green industry professionals, and homeowners can be challenging due to distance, access to technology, and scarcity of specialists. By relying on innovative methods of outreach, the IPM Group has been able to reach thousands of stakeholders across the state.

Montana Ag Live



Montana Ag Live on Montana PBS is a live call-in television program covering agricultural and horticultural topics specific to Montana.

- 10,000 average viewership per episode*
- 51 episodes over three years
- Panel of specialists in horticulture, agriculture, pests & disease and weeds
- 75+ appearances by IPM group specialists

Schutter Diagnostic Lab



The cornerstone of the IPM program is the Schutter Diagnostic Lab housed at Montana State University in Bozeman, Montana.

- \$8,000,000 estimated saved due to SDL recommendations over 3 years
- 2000+ samples submitted to the SDL per year
- Plant Sample Submission app was introduced in the fall of 2017

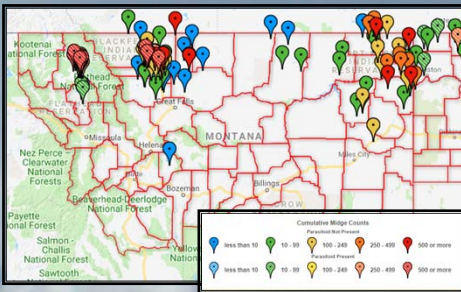
Pest Management Tours



The annual Pest Management Tour is an educational opportunity for the pesticide education program and the IPM program. The 4-day tour focuses on one of five regions each year.

- 882 participants in three regional Pest Management Tours
- Pesticide education program reaches approximately 5,500 private applicators

MSU Pestweb Project



The Pestweb project monitors orange wheat blossom midge which attacks spring wheat. The project serves as an early warning system to help producers track wheat midge adult emergence and distribution.

- Five MSU research stations distribute and monitor pheromone traps
- 30 MSU Extension agents dispense traps to farmers & consultants
- 57 volunteer cooperators
- 200 fields in 51 counties were monitored

Master Gardeners



Master gardeners play an integral part of the IPM program by spreading the ideas behind IPM to their communities.

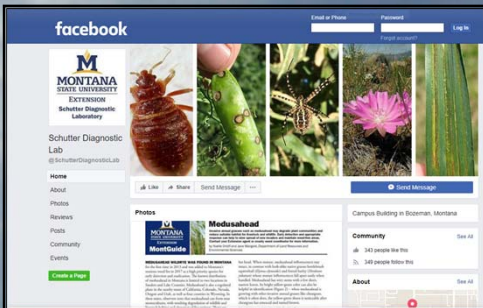
- 1,500 master gardeners trained over the last four years
- Each master gardener donates 20 to 40 hours a year to community service
- First detectors for plant health threats

Stakeholder Engagement



Montana's small population lends itself to collaboration. These relationships, throughout the state, allow for this communication network to spread the word on improving IPM practices and increasing IPM adoption.

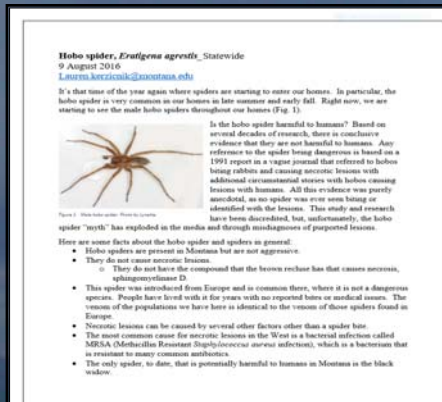
Social Media Platforms



The IPM group connects with constituents through Facebook, Twitter, and Instagram.

- 343 Schutter Diagnostic Lab Facebook followers
- 211 Twitter followers of Burrows @MontanaCropDoc
- 269 Instagram followers

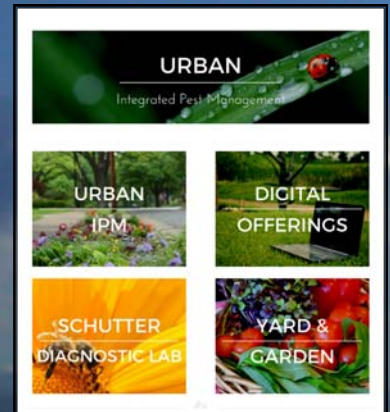
Ag Alerts & Urban Alerts



Agricultural and Urban Alerts are distributed via email, text, and fax. Submissions to the Schutter Diagnostic Lab are used as the basis for time sensitive alerts.

- 185 Ag and Urban Alerts distributed
- 1392 email, 108 text and 13 fax subscribers to Ag and Urban Alerts

Urban IPM Program



The Urban IPM program educates professionals in arboriculture, landscape, nursery, and lawn care on current IPM topics.

- New website with current resources and online learning modules
- Annual hands-on workshops
- Continuing education credit opportunities



*All data presented is for the time period fall of 2014 to fall of 2017