



The New "Southern Exposure"

After numerous brainstorming sessions, several great name suggestions, and an exhaustive voting period, the Southern Region IPM Center is proud to announce the new name for our monthly newsletter, "Southern Exposure." In addition to the new name, we are creating a searchable, online index for archived editions. We hope to have this service available by the release of the next newsletter. As always, we appreciate your readership and any comments or suggestions you may have to continue making "Southern Exposure" a useful and successful publication.

Director's Notes

In addition to the articles in this month's newsletter, we have several developments that may be of interest to you. Not the least of these is the pending move of our group from the Partners I building to Venture IV (building immediately to the southeast of the traffic control booth) here on NCSU's Centennial Campus. We will have more space, including a meeting room capable of accommodating fairly large groups. It looks like our actual move will take place around October 8-10, and at some point during the move our websites and associated CIPM sites will be down briefly. See page four for our new address and other contact information.

Speaking of meetings, three important SRIPMC meetings are scheduled at the new Center office in Raleigh. SRIPMC State Contacts will meet December 7, the Advisory Council and Steering Committee will meet jointly on December 8, and the Steering Committee will meet on December 9. Look for details and agendas from Jo-Anne Scoggins soon.

We submitted the Southern Regional IPM Grants Program (RIPM) RFA to USDA budget folks for approval. The RFA will be released publicly as soon as USDA approves and returns the RFA to us. We are hopeful, but cannot guarantee, that the RFA will be released on or about October 15, with proposals due December 15.

USDA's Pest Management Alternatives Program (PMAP) is a national grants competition started in the 1990s. Almost since the beginning there was talk about regionalizing this program. This idea was recently revisited, and the program *may* include a component of regional relevance in the coming round. With decisions about grants programs, the Yogi Berra saying "It ain't over 'til it's over" is particularly appropriate. Stay tuned.

The latest word on the Federal budget for IPM is not particularly good. Per our meeting with national leadership on September 15, the House agriculture appropriations bill retains the 10 percent cut (first instituted last year) to many IPM and related programs. If this amount is eventually finalized, fiscal year 2005 budgets for IPM – including Smith-Lever 3(d) IPM allotments and most of the grants programs with which we work – will approximately match the amounts allotted in this year's (FY2004) budget. Of course nothing is final until after the House and Senate bills are reconciled in conference committee and the President signs the bill.

On October 5-7 I will visit Texas to meet with IPM Coordinator Tom Fuchs for an informal tour of some production areas on the way to the statewide IPM Technical Committee meeting at College Station. This is my first such trip in the Southern Region, and I am looking forward to it and others in coming months. I expect such visits will not only give me the chance to share SRIPMC progress, but more importantly learn about local IPM situations and priorities.

We have a plan for updating the SRIPMC website, and hope to have something new for you to use by mid-November. We are shooting for full implementation of the new design including a database of IPM resources by the new year.

Finally, we have a couple of changes in our SRIPMC staffing chart. I was recently appointed the Director of the Southern Region IPM Center, and Ron Stinner assumed the role of Associate Director for Information Technology. Steve Toth continues as Associate Director for Regulatory Issues, Jen Hodorowicz as Communications Specialist, Jo-Anne Scoggins as Administrative Assistant and Jeanne Bachelor as Database Programmer.

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We're Moving!

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If you would like to be added to our monthly distribution list please contact Jennifer Hodorowicz.

Setting Priorities in the Southern Region

The Southern Region IPM Center, working with the SRIPMC Priorities Committee, has developed an online database to manage regional priorities. These regional priorities will help in funding decisions for IPM research and extension programs. The goal of the SRIPMC and priorities committee is to develop a long-term strategy for IPM in the South with priorities that are not so specific as to change every year, but not so broad as to be inclusive of all IPM work.

The SRIPMC and Steering Committee combined the general IPM Focus Areas of the IPM Road Map (available at: www.ipmcenters.org/IPMRoadMap.pdf) in combination with the Future Direction Impact Areas, also found in the roadmap. When submitting a priority, individuals choose at least one combination of Focus Area and Impact Area (example: 1c, To improve benefit/costs ratios when adopting IPM practices in residential and public areas) and provide a priority from that area that is a key issue for their organization along with a brief explanation of why it should be a priority.

Once a priority is submitted it will be reviewed by the SRIPMC Priorities Committee. The members of the Priorities Committee are also members of

the Advisory Council and Steering Committee and are led by Committee Chair Geoff Zehnder with Clemson University. Other members include John Aselage with Gerber, Tom Fuchs with Texas A&M University, Larry Elworth with the Center for Ag Partnerships, and Ethan Schaffer with Organic Volunteers.

When submitting a priority the following factors should be enumerated:

- Why is it important or unique to the south?
- Does it intersect with or create other problems?
- Are there important changes occurring that imply greater problems to come?
- What stakeholder groups support this priority?

The following is an example of a complete priority.

Priority: Need research to determine host plant resistance to and chemical control of balsam woolly adelgids.

Submitted By: Steve Toth

Organization: SRIPMC

Justification/Rationale: North Carolina is first in the nation in Fraser fir (*Abies fraseri*) production

and second in Christmas tree production behind the Pacific Northwest. North Carolina accounts for 15 percent of the nation's Christmas trees. In 2002, an estimated 33.9 million trees were grown on 22,833 acres. Annual cash receipts for Christmas trees are estimated at \$100 million or more with an addition of \$12 million from value-added products such as wreaths, roping and greenery. Fraser fir is native to the highest elevation mountains in western North Carolina, southwestern Virginia and eastern Tennessee. The balsam woolly adelgid (BWA) is native to central Europe and was introduced to North America in the early 1900's. Since then, it has spread throughout most of the natural range of *Abies* species. Fraser fir is one of the most susceptible species of fir to BWA and has experienced widespread mortality due to the BWA. All natural stands of Fraser fir have since been impacted.

Supporting Documentation (Organizations, citations, websites, etc):

North Carolina Christmas tree PMSP: <http://www.ipmcenters.org/pmsp/pdf/NCTNVChristmasTree.pdf>

Visit <http://www.sripmc.org/policy/priorities/> to submit or view all priorities.

Profile: Fitzroy Bullock, PhD

Fitzroy Bullock received his Ph.D. in Plant and Soil Science with an emphasis in Weed Science from the University of Tennessee, Knoxville before starting his career in IPM and Extension as an Extension Weed Specialist at the University of Georgia in 1983. Bullock later transferred to the University of Tennessee in 1991 where he took over the state-wide Extension Weed Specialist position. In 1997, Bullock became the Coordinator of the state-wide small farms program at the University of Tennessee, and the Coordinator of IPM programs for small farms. In 2000, Bullock accepted a joint position between the University of Tennessee and Tennessee State University as the Team Leader and Small Farms Coordinator for their small farms programs.

A former member of the Southern Region IPM Center Steering Committee and current member of the Advisory Council, Bullock is working on coordinating an IPM program to link all 1890 institutions together.

"Being a member of the Advisory Council gives me the chance to voice my support for the 1890 schools in areas of IPM," said Bullock. "To my knowledge I don't know of very many 1890 faculty with a pesticide background, so as a weed scientist it is important to me that our voice is heard."

In addition to the coordination of the 1890 institutions IPM program, Bullock is responsible for writing fact sheets, organizing farm demonstrations, performing pesticide recertification training, answering questions for agents and farmers state wide, collaborating with chemical companies on applied weed science research, and coordinating programs and training with the A&R team at Tennessee State University. Bullock also serves as a National Extension Leadership Development (NELD) intern and is a state co-coordinator for the Sustainable Agriculture Research and Education (SARE) program in Tennessee.

Bullock's top concern when working in the field with his small farm producers is the management of weeds. He feels a strong IPM program can help these growers by providing a cost effective option.

"With the lack of physical labor we are facing today, specifically in the minor crops such as vegetables, small fruits and niche areas, I don't believe we can be sustainable in agriculture without strong IPM programs," said Bullock. "We must have an integrated program with chemical, physical and mechanical aspects to provide a cost effective program to growers. We need to look at the most cost effective means of controlling pests, and a solid IPM program offers just that."

For more information about the 1890 institutions IPM program, or other programs Bullock is involved with, contact: fbullock@tnstate.edu or 615-963-5449.



Fitzroy Bullock, Team Leader and Small Farms Coordinator with Tennessee State University and the University of Tennessee.

"Being a member of the Advisory Council gives me the chance to voice my support for the 1890 schools in areas of IPM."

- Fitzroy Bullock

September Regional Directors Meeting

On September 15-16, Center Directors, representatives from federal organizations, and regional leaders met in Washington, DC for their quarterly National IPM Coordination meeting, and the annual Regional Leadership meeting.

The meetings started on Wednesday with a brief summary from last year's meetings. Following the summary, Mike Fitzner provided an update of the latest activities within CSREES, Al Jennings updated the group on OPMP, and Jonathan Becker and Nikhil Mallampalli gave an EPA update.

After the federal updates, the Regional Research Committee Chairs and RIPM Grants Managers gave updates of priorities for the coming year concerning IPM Regional Research and Extension Committee, and the Regional IPM Research Grants Program. Before each Center gave an update of their progress and events since the last meeting in June, Fitzner addressed the group with his feelings and views of Center progress. Fitzner is very pleased with progress thus far and feels that the Centers are fulfilling their goal of responding to pest management challenges.

The North Central IPM Center (NCIPMC) started the Center updates by announcing the release of their NC-RIPM Grants RFA on September 2. This year both the Letter of Intent (due October 4) and the fully developed proposal (due October 22) will be submitted electronically. The RFA and all forms are located at www.ncipmc.org/ncripm/. Other successful events include pairing with the National Plant Diagnostic Network (NPDN) to conduct a regional teleconference training session on June 29 to address soybean rust issues. The NCIPM Center Connection, the Center's monthly electronic newsletter, has three successful editions released which are available at www.ncipmc.org. Future events include an upcoming Steering Committee meeting on November 4-5 in Indianapolis, IN.

The Western Region IPM Center began their update by announcing the recent release of two RFAs. The Critical Issues RFA was released on June 11 with proposals due on August 19, and the Information Networks and Workgroups RFA was released on July 15 with proposals due on September 3. Twenty-eight proposals for Critical Issues, four proposals for Workgroups and eight proposals for Information Networks were received. Other activities the WIPMC has sponsored include a nursery issues training for five USEPA/BEAD staff on August 23-27. Upcoming events include a WIPMC Steering Committee meeting October 12-13 with the Steering Committee meeting jointly with the National Foundation for IPM Education, and participating in a tour of AgraQuest, a local biopesticide company, on the second day. Also, the FY2005 WIPMC conference will be held in Portland, OR on August 31 and September 1, 2005 with the general theme of Water Issues and Land Use.

The Southern Region IPM Center (SRIPMC) recently hired Jim VanKirk as director of the Center with Ron Stinner taking on the role of Associate Director of Information Technology. The Center is working on updating and revamping their current website to match the design the Northeast Center recently implemented. The website will be tailored to serve individuals and groups in the Southern region and will include a web-hosted priorities system to allow individuals to provide feedback on issues of concern in their area. On May 11 and 12 the SRIPMC partnered with the Southern Plant Diagnostic Network (SPDN) to host an informational workshop on soybean rust. Upcoming events include an Advisory Council and Steering Committee meeting on December 8-9, and a move to new office space on NC State's Centennial Campus during the first weeks of October.

The Northeast IPM Center (NEIPMC) has numerous meetings coming up including the Advisory Council meeting on October 26-27, State Network Project leaders meeting on October 14, the Northeast Research, Extension, and Academic Program-IPM on March 14, 2005, and the Northeastern IPM Center meeting on March 17, 2005. The Northeast Regional Community and Urban IPM Conference will be held March 15-16, 2005, in Manchester, NH. There will be a total of 11 conference sessions covering a wide range of topics, as well as poster displays and a limited trade show. For more information about the conference visit: http://northeastipm.org/conference2005_index.cfm. The Northeast Center is also conducting a search to hire a new Cornell-based Co-Director of the Center. Deadline for applications was September 10.

After the Center updates, Monte Johnson talked about PMAP transitions followed by Harold Coble with USDA who discussed the IPM Roadmap, implementation progress, and the Federal IPM Coordinating Committee. Bob Holm gave an IR-4 Program Update, and Joe Bagdon discussed IPM Training needs for National Resource Conservation Service (NRCS) personnel. The day concluded with a group discussion on Future Opportunities and Challenges for IPM.

The second day of meetings started with Bill Coli discussing impact indicators for the Roadmap and measuring risk reduction. Rick Melnicoe and Linda Herbst gave the group an update from the PMSP guidelines subcommittee, Tom Bewick gave a CSREES Organic Grants Program update, and Ann Marie Thro discussed the CSREES biotechnology programs. Both Bob Nowierski with Invasive Species, and Coanne O'Hearn with APHIS, discussed opportunities for the Centers to work with each of the respective organizations on future projects and programs. Linda Herbst ended the meetings with a discussion on whether joint IPM Center/National IPM Committee subcommittees can be used to address specific issues.

The next Directors Meeting is tentatively scheduled for February 1-3, 2005.





North Carolina Strawberry Association

Based in Pittsboro, North Carolina, the North Carolina Strawberry Association (NCSA) is a non-profit organization working to promote strawberry production and marketing through research, publications, educational meetings, and promotions. For each of the last five years, NCSA has awarded a total of approximately \$15,000-20,000 for strawberry research projects at North Carolina State University. Projects supported by NCSA include breeding new varieties, research into methyl bromide alternatives, micropropagation for a clean plant supply, control of anthracnose and phytophthora, and more.

In addition to funding research programs, NCSA also works closely with the NC Department of Agriculture & Consumer Services and coordinates direct sales by NC strawberry growers to NC school systems. The NC Strawberry Association speaks out for strawberry growers on issues of common concern. For example, in 2003, the association was instrumental in stopping a NC Department of Transportation rule that would have prevented Pick-Your-Own strawberry growers from erecting temporary signs along state highways.

Debby Wechsler, executive secretary for the NC Strawberry Association and member of the Southern Region IPM Center (SRIPMC) Advisory Council, is also executive secretary for the North American Bramble Growers Association and works with a number of other agriculture organizations including the Southern Sustainable Agriculture Working Group (SSAWG), SARE, the American Livestock Breeds Conservancy, the Rural Advancement Foundation and the Carolina Farm Stewardship Association.

“I think one of the reasons I’m on the Southern Region Advisory Council is because I am involved with or represent so many grower organizations,” said Wechsler.

Many of the research and extension programs the NC Strawberry Association has supported and funded have clearly been related to IPM practices and missions. Through NC State University, NCSA started working with the Center for Integrated Pest Management, and in turn, the Southern Region IPM Center.

“IPM programs are important to the NC Strawberry Association because pest control is a major concern for our growers. Since strawberries are usually a direct market crop, I think it is especially important for the growers to keep their use of pesticides as low as possible,” said Wechsler. “Strawberry growers have consumers in their fields, often with their children, and the crop is heavily consumed by children.”

IPM practices are being used to help find alternative ways to control the disease anthracnose, one of the most prominent diseases in strawberries and one that is difficult to control with pesticides.

“We provide a high level of funding support to strawberry breeding to come up with resistant varieties. We also support a certified plant program that works to provide disease-free plants, because anthracnose generally comes in on the plants,” said Wechsler.

Other IPM concerns of the NCSA include methyl bromide replacements. Most strawberry growers use methyl bromide to fumigate, but with restrictions and bans being placed on usage, grower need new management programs.

“Some management programs will involve just simple substitutions of the fumigants, but a lot of them won’t. These programs will require a much more integrated approach to control the diseases and weeds methyl bromide would have controlled in the past,” said Wechsler.

Other programs the NC Strawberry Association sponsors include the upcoming Southeast Strawberry Expo on November 3-5, 2004 in Highpoint, North Carolina. The Expo is targeted to growers across the Southeast, but attracts plasticulture growers from as far as Kansas, New England, and Canada. For more information about the Southeast Strawberry Expo or the NC Strawberry Association visit www.ncstrawberry.com or contact Debby Wechsler (919-542-3687 or ncstrawberry@mindspring.com).



2002 Southeast Strawberry Expo farm tour, visiting the farm of Tracey & Shawn Harding in Chocowinity, NC.



Michael Beal, president of the association, sets out strawberries on his farm.



NCSU strawberry breeder Jim Ballington discusses variety trials at a field day at Central Crops Research Station in Clayton.

We're Moving!

After a few setbacks, our new location on Centennial Campus at North Carolina State University is nearing completion with a projected move-in date during the first weeks of October.

Our new address:
1730 Varsity Drive
Suite 110
Raleigh, NC 27606

Our main phone number, (919) 513-1432, and fax number, (919) 513-1114, will remain the same, with new individual phone lines to be assigned. Look for more information and pictures of our new location in the next newsletter.

