

# Successfully direct marketing the SWD threat for the NYS Berry Industry



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Dale Ila M. Riggs

# Marketing = Education

- Process started by grabbing an oblique opportunity in Ag Economic Development
  - Met with Governor's staff
  - Met with Ag and Markets staff
  - Met with legislators
  - Presentation for the Invasive Species Council

# Go in with a PLAN!!!

White paper → Research Objectives →

Budgets and Justification → 5 edits →

1 page for legislators

2 pages for staffers



NYS Berry Growers Association  
Dale-lla M. Riggs, President  
Paul Baker, Executive Secretary

## Research Priorities for Spotted Wing Drosophila 2013-2015

**Objective 1. Develop and validate best IPM practices for NY fruit growers, including resistance management (\$65,000)**

**Rationale:** We propose to compare costs and efficacy of season-long alternative insecticide control programs with an emphasis on optimizing rotation among classes of insecticides and days to harvest restrictions. This information is critical to managing spotted wing drosophila (SWD) in the short-term and is considered high priority research by growers and industry representatives.

**Objective 2. Management of SWD in high tunnels while minimizing worker exposure using fixed sprayer system (\$88,500)**

**Rationale:** More and more, high tunnel systems are used to produce high value crops in NY, including berry crops like raspberries and blackberries. SWD readily colonizes high tunnels and can cause major damage. Applying insecticides can be very challenging in high tunnels using standard application equipment. This project will compare the efficacy and costs associated with a fixed sprayer system with current practices at cooperating grower sites and research sites. The scaffolding of high tunnels makes it very amenable to fixed sprayer application techniques.

**Objective 3. Develop and test repellents and attractants (\$102,500)**

# Don't be afraid to ask for what you want



The word “No” never permanently damaged any of us.

# What's the problem?





# What's the problem?







Photo: David Handley

# What's the problem?





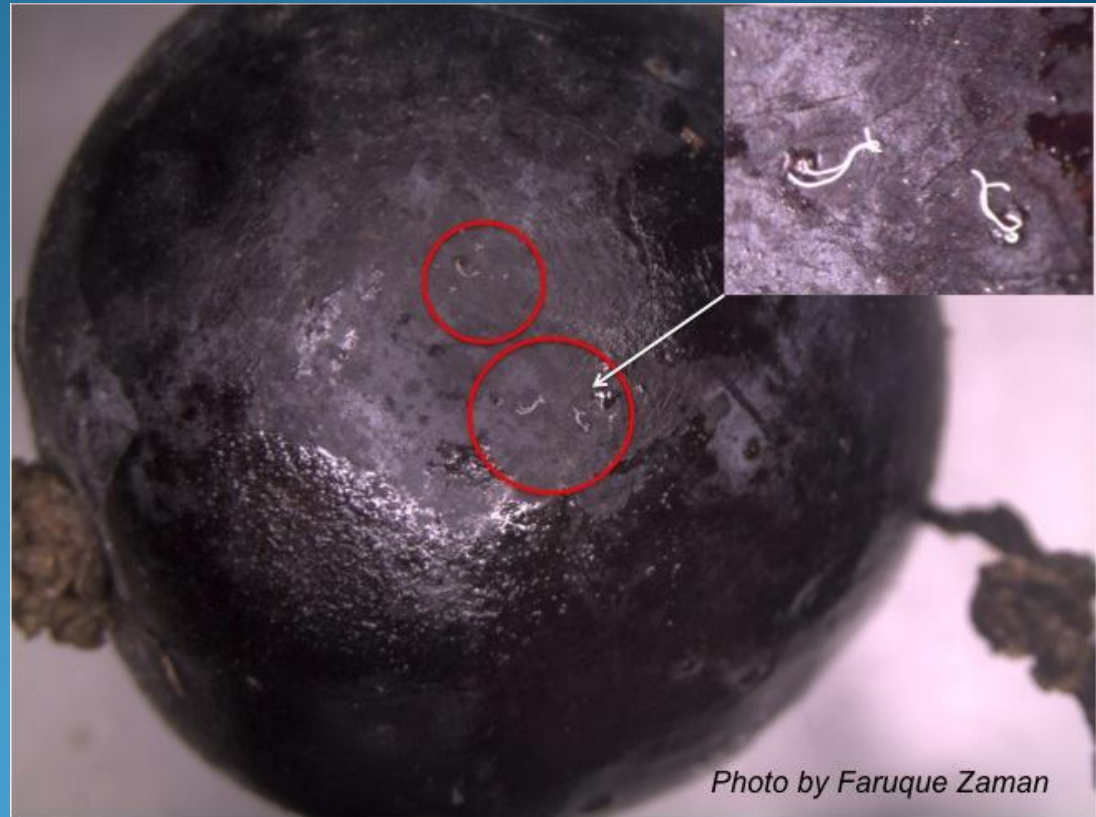
**Respiratory filaments projecting through the fruit skin.**

**The perfect looking fruit had ~500 eggs.**

# What's the problem?



# What's the problem?



# What's the problem?



# Remember that you are **NOT** talking to scientists

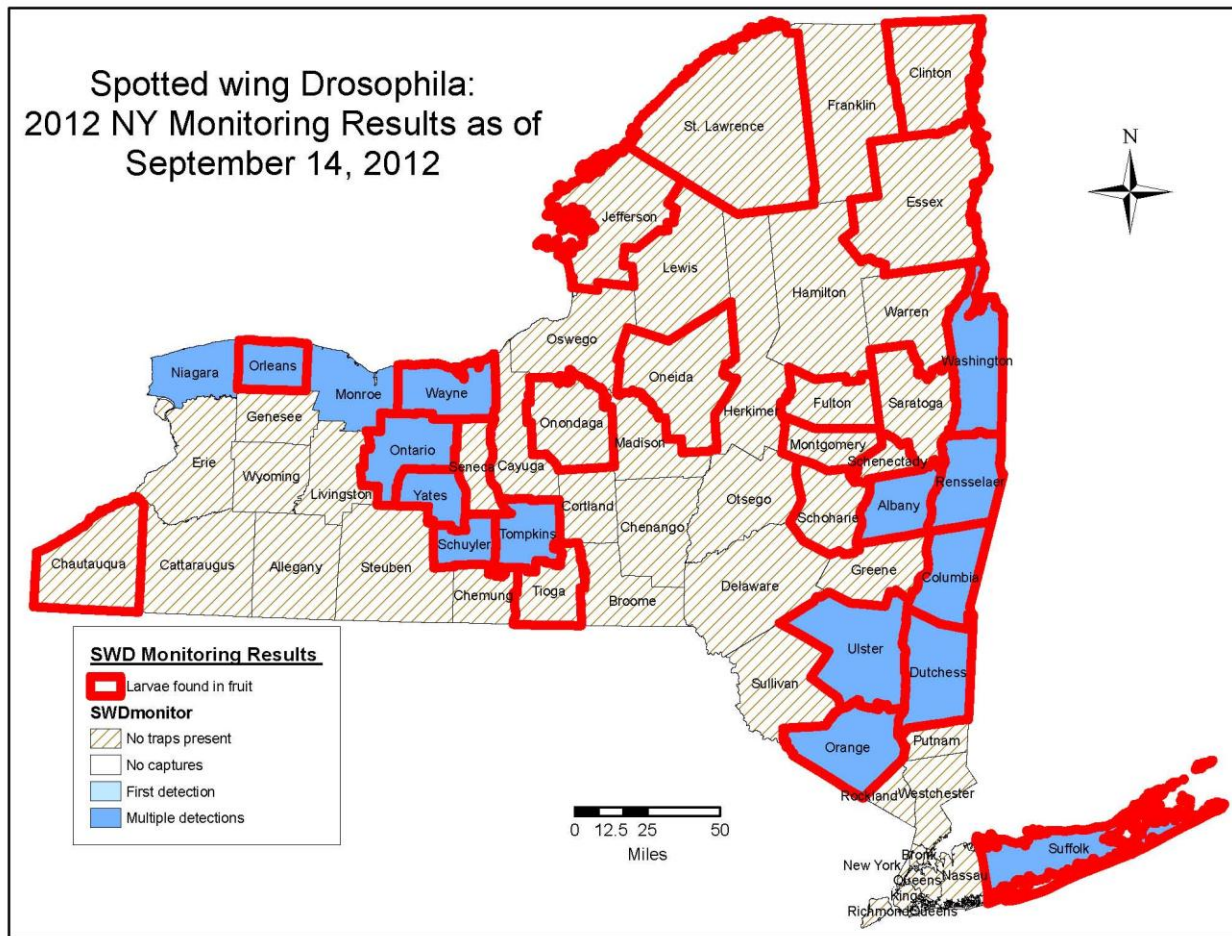
Be concise

Be relevant

Bring it home in human terms – dollars, landscapes, nutrition, community development, rural development

My attitude was that “failure is not an option”

# Monitoring SWD in NYS





# Estimated SWD Economic Impact in NY – 2012

<b>Fruit Crop</b>	<b>Acreage</b>	<b>Value of Production (M)</b>	<b>Projected Loss</b>	<b>Loss in Value (M)</b>
Raspberry	500	\$3.746	80%	\$2.997
Blueberry	900	\$4.521	30%	\$1.356
Strawberry	1,400	\$6.895	10%	\$0.690
<b>Total</b>	<b>2,800</b>	<b>\$15.162</b>		<b>\$5.043</b>

Source – NY, NASS, Fruit Statistics. 2011. (Data is not collected for plum or apricot.)

Data compiled by J. Carroll, C. Heidenreich, G. Loeb

# Impacts beyond dollars



# Consumer Access



# 25 years of research investment



# Buy local



# Economic Development



# Economic Development



# Economic development





# WHAT TO EXPECT IN 2013

Earlier appearance

Potential wide-spread damage (raspberries, blueberries, day-neutral strawberries at greatest risk)

Increased use of insecticides, starting earlier

More research, education & advocacy



# The future or the past?



# Thank you to:

Dr. Greg Loeb – NYS Ag Experiment Station – Geneva

Dr. Juliet Carroll – NYS IPM Program – Geneva

Ms. Cathy Heidenreich – Berry Support Specialist –  
Cornell Department of Horticulture

Ms. Laura McDermott – CCE Regional Specialist – Capital  
District Small Fruit and Vegetable Program

