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## IMPACT ASSESSMENT OF AN IPM PROGRAM IN COTTON

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State IPM coordinators and IPM program evaluators face an increasing demand for hard data on the payoffs resulting from the investment of public funds in IPM programs. With ever increasing competition for resources, research and extension programs will be evaluated according to the same criteria as other agricultural inputs (i.e., the value of the product must at least equal the cost of the resources expended). Thus, there is a critical need for evaluation programs to measure the level of grower adoption of IPM methods that have been developed and promulgated by state IPM programs, and to quantify the economic returns on dollars invested in IPM research and extension programs. The Clemson University Cotton IPM Program provides an excellent model for IPM program evaluation because of the many changes in pest management technology and practices that have occurred since its inception in the early 1970s. In this study we focus on two questions; 1) What are the benefits to cotton producers who have adopted IPM practices? and 2) To what degree has the level of IPM adoption and associated benefits been influenced by the state land grant university research and extension programs? The poster highlights results of a mail survey done to assess the levels and determinants of IPM adoption among cotton growers in South Carolina.