

G11-P

A MULTI-REGION INTERNET-BASED EXTENSION PEST ALERT SYSTEM

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An online pest alert system was created to serve extension IPM needs for multiple regions in the Pacific Northwest. It is a versatile, extendable, reproducible communication network for local and regional scale reporting and warnings of pest incidence and outbreaks. The system is a database-driven, email and web-based application server based on Coldfusion (R) that offers (1) Near-Real Time Pest Alerts, (2) Phenology Forecasting, and (3) Preparedness Management Strategies to growers. The information is dually endorsed by extension agents and/or research specialists. Currently it has been adopted and is supported for Tree Fruit IPM in Hood River and Medford Oregon, and for Vegetable IPM in the Willamette Valley, Oregon. In these instances, it is providing an electronic means for sharing immediate pest outbreak alerts, forecasts, and other timely information between growers, field personnel, extensionists, and researchers. The system offers the advantage of immediacy and information sharing between various stakeholders. It encourages precise and judicious action and is expected to improve pest management decision-making by stakeholders. Users need to register (free) and can then customize their choices according to crops or situations of interest. Registered users can enter their location-specific pest monitoring data over the web; however, the moderator's approval is required to post information through the system. The regional and multi-regional scale deployment of this interactive, integrated system encourages development of areawide integrated pest management programs, and promotes a landscape-scale perspective for all stakeholders.