

Won't You Be My Neighbor?

Panelists: David Haviland, Justin Moncur, Kent Stenderup, Tom Coleman, Jesse Roseman
Moderator: Josette Lewis



Overview

- This session focused on **communication**, which is key to how new management tools are adopted from initial technical validation to application on farm.
- Example: Communication and coordinated field management across large growing areas are important to effective use of mating disruption.

Highlights – Communication key for mating disruption

- On-farm results showed that while mating disruption technology is more effective when used over a larger growing area, it can work down to 40 acres.
- If multiple farms coordinate on mating disruption implementation, there are synergistic benefits on insect control.
- Importantly, if only one neighbor is using mating disruption, then other neighbors won't get accurate data from pheromone traps.

Talk to your neighbor when using mating disruption.

Highlights – How is new technology adopted?

- Information flows from a university researcher to the UC Cooperative Extension to one grower. Then, news spreads throughout the farmer community.
- In this era of social media, personal connections are still important – communicate locally about your results!
- Strong communication has been critical to the 20% per year growth in adoption of mating disruption technology.

Highlights – Per acre management costs of mating disruption

- Stenderup shared how he secured USDA Natural Resources Conservation Service (NRCS) incentive funding for implementing mating disruption.
- Mating disruption allowed Stenderup to eliminate one of his NOW sprays, resulting in a net positive cost for using this new control technology.
- Pest Control Advisors (PCAs) can help guide growers' management and budget decisions. Growers are encouraged to address IPM questions to their PCA, farm advisor, or Cooperative Extension specialist.

Panelist Information

- Josette Lewis, Almond Board of California
- David Haviland, Kern County Farm Advisor
- Kent Stenderup, almond grower and Vice Chair of the Almond Board of California's Board of Directors
- Tom Coleman, Coleman Farming
- Jesse Roseman, Almond Board of California