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*Advocating for progressive integrated pest management to improve environmental, social and economic conditions through the application of scientific principles.*

## IPM Voice Update

August 24, 2011

### IPM Voice Creating Educational Factsheets

Jim Cubie, former chief counsel for the U.S. Senate Agriculture Committee, has been working with IPM Voice to develop a series of factsheets to educate policymakers and others about IPM successes. These factsheets will be distributed next month to key congressional contacts.

Here's an excerpt from one factsheet:

#### **The \$300 Million Soybean Rust Success Story**

In 2004, Asian Soybean Rust (ASR) first threatened soybean production. The four Regional IPM Centers played a key role in creating a team effort to protect against ASR. The team now includes over 100 experts from universities, producer associations, state departments of agriculture and federal agencies. These experts developed ipmPIPE -- a strategic soybean protection plan. The effort is now supported financially by the soybean industry. Soybean farmers, co-ops and dealers have accessed the Soybean ipmPIPE website thousands of times for real-time pest information. According to the USDA's Economic Research Service, savings attributable to the use of ipmPIPE were as high as \$299 million during the 2005 season alone.

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### Why I Became a Member of IPM Voice, Harold Coble

To whom it may concern:

I became a member of IPM Voice because I believe that for IPM to survive as a strong, viable approach to pest management, we must have a champion - a champion willing to educate and provide documentation of our successes and needs to those in seats of authority. I believe IPM Voice can be that champion.

Those of us involved on a day-to-day basis understand the importance of IPM, but we mostly take for granted that the public and our elected representatives understand that also - WRONG! We have seen what can happen to support programs for IPM when no one is standing up for us. We lost over \$6 million in research and extension program support and could still lose another \$4 million in support for IPM Centers, and I personally believe we lost that because no one made the case for the importance of those programs. That has to change!

I have heard that some are concerned that they might have a conflict of interest belonging to an organization that advocates for IPM. While it is true many of us, me included, are prohibited from going directly to Congress to advocate for our own programs, there is no conflict in belonging to an organization that might seek to inform our legislators about our situation and advocate for our programs. I also belong to AAA, AARP, USGA, a national political party, and some other organizations that advocate for things I believe in.

If those of us who know IPM and have spent much of our professional lives trying to improve other people's lives through IPM cannot stand up for what we believe in, we should just find something else to do.



Harold D. Coble

*Harold Coble is Professor Emeritus in the Department of Crop Science, North Carolina State University. He now coordinates the Federal IPM Coordinating Committee and is employed as an agronomist by USDA's Office of Pest Management Policy. Dr. Coble previously served as the USDA's National IPM Coordinator.*

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### **Craig Watson Awarded James Beard Foundation Leadership Award**

The James Beard Foundation has awarded Craig Watson with one of its ten inaugural Leadership Awards for his work to improve sustainable agriculture and IPM practices for Sysco's food products. This award reflects Craig leadership as Vice President of Sustainable Agriculture for Sysco. These leadership awards recognize visionaries in the business, government and education sectors who have been responsible for creating a healthier, safer and more sustainable food world. [More.](#)

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### **IPM Voice Preparing for 7th International IPM Symposium**

The IPM Voice executive committee and board of directors are working to finalize details for our organization's presence at the [7th International IPM Symposium](#). We are putting together a session with an attention-grabbing title and speaker lineup, meant to increase awareness of the current state of IPM funding and provide an outlook on future funding opportunities.

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**[Join IPM Voice today](#), and support active advocacy for progressive IPM.** Please forward this email to colleagues and ask for their support and participation.

*IPM Voice is an independent, non-profit organization advocating for integrated pest management (IPM) that is genuinely progressive and seeks continuous improvement of environmental, social and economic conditions through application of accepted scientific principles. IPM Voice was formed in 2010 by more than 35 professionals working to expand the benefits IPM has provided to agriculture and communities for more than 40 years.*

Visit the [IPM Voice website](#) for more information!

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