

Making a Difference

2012 Gaines County Integrated Pest Management (IPM) Program

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Relevance

Gaines County is the number one cotton and peanut producer in the state of Texas, with approximately 321,111 and 32,934 planted acres of cotton and peanuts in 2012, respectively. Water and economic development are two of the top three critical issues identified by the Texas Community Futures Forum for Gaines County. The number one top agriculture issue is agriculture profitability. The Gaines County IPM Program 2012 target audience is cotton and peanut producers, and agriculture industry representatives. By providing education on current crop and pest management tools and techniques, our goal is that the target audience will implement pest management strategies to maintain yields and net profit.

Response

Based on priorities identified by the Gaines County IPM Program Steering Committee and the 2011 IPM Program Evaluation, the following educational programs were developed and successfully implemented in 2012:

- ◆ **2012 Gaines County, Texas Cotton and Peanut Research Reports Book**
- ◆ **Author and Co-Author of 5 posters presented at the 2012 Beltwide Cotton Conference**
- ◆ **2011 Gaines County IPM Program Research Trial Results presentation at the SandyLand Ag Conference**
- ◆ **Two Interactive Presentations on Insects for Youth**
- ◆ **Gaines County IPM Survey Scouting Program**
- ◆ **9 editions of the Gaines County IPM Newsletter**
- ◆ **Participated in 25 of the weekly IPM Radio Programs**
- ◆ **Interviewed for 7 newspaper articles published by the Seminole Sentinel and 4 articles published by Southwest Farm Press Daily.**
- ◆ **16 on-farm applied research trials**

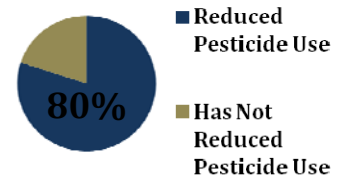
An **evaluation instrument** (post survey approach) was utilized to measure programmatic impact of the Gaines County IPM Program. Twenty-two individuals responded to the survey. Of those responding, 10 were producers (45%), 2 were private consultants (9%), 4 were agriculture retail representatives (18%), 4 were agriculture industry representatives (18%), 1 was a cotton ginner (5%), and 1 was a peanut company representatives (6%).

Results

(100%) 10 of 10 producers said they anticipate benefiting economically as a direct result of what they learned from the IPM Program. The average IPM Program value, as indicated by the producers, was **\$36.89 per acre**. The average farm size, as indicated by the producers, was 2742 acres. This would indicate that the IPM Program's value is **\$101,152 for an average size farm**.

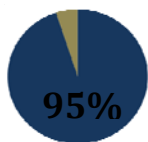
(100%) 10 of 10 producers said they selected varieties to plant on their farm based on the results from the Gaines County IPM Program research trials.

(80%) 8 of 10 producers said the Gaines County IPM Program research and education activities have resulted in lower pesticide use on their operations in recent years.



Producers reduced their pesticide applications by 34%.

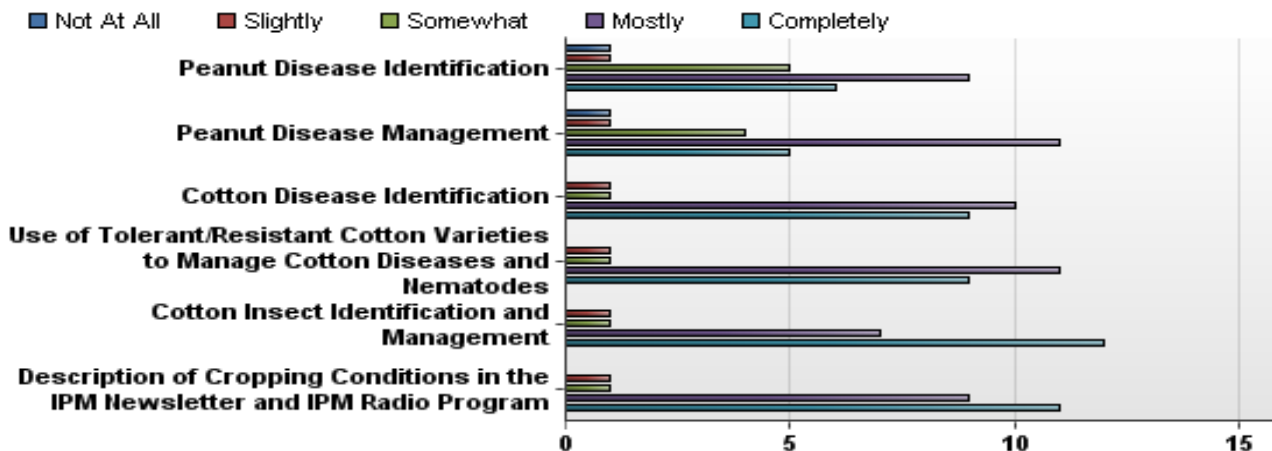
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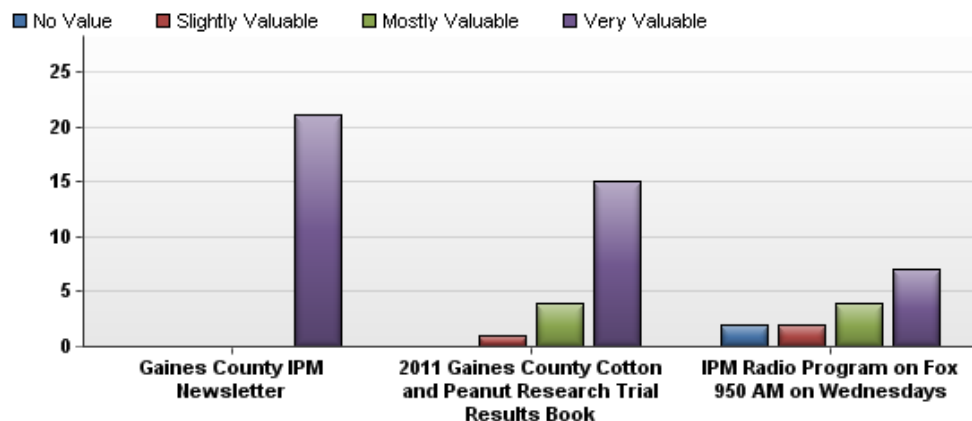
■ Will Take Action or Make Changes
 ■ Will Not

(95%) 20 of 21 respondents said they plan to take action or make changes based on information provided by the Gaines County IPM Program.

The number of respondents who said the Gaines County IPM Newsletter, grower meetings, research trial results, and radio program *completely, mostly, somewhat, slightly, or not at all* increased their knowledge of the following items:



The number of respondents who said the following items were *very valuable, mostly valuable, slightly valuable, or no value* to their operations:



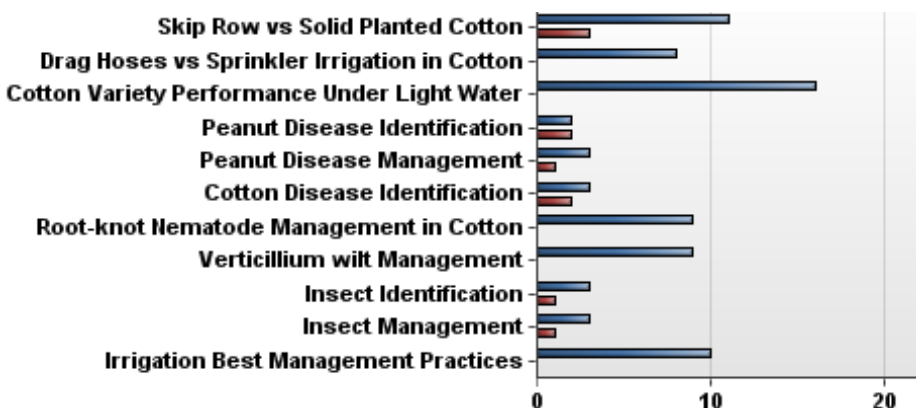
Results indicate that Gaines County producers, agriculture industry & retail, peanut companies, and crop consultants highly value the information provided by the Gaines County IPM Program.

The following are testimonials from clientele:

"Thanks for continuing to help producers gain knowledge."
"Manda does a great job working with all the growers in her geography."

"All of it very informative, especially with the section on cotton that applies to us."
"All aspects were helpful and informative."
"Great Program."

Future Needs Identified by Clientele



■ Number of respondents that indicated they do think the following items should be addressed.
 ■ Number of respondents that indicated they do not think the following items should be addressed.