Successfully direct marketing the SWD threat for the NYS Berry Industry

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Dale Ila M. Riggs
Marketing = Education

- Process started by grabbing an oblique opportunity in Ag Economic Development
  - Met with Governor’s staff
  - Met with Ag and Markets staff
  - Met with legislators
- Presentation for the Invasive Species Council
Go in with a PLAN!!!

White paper ➔ Research Objectives ➔

Budgets and Justification ➔ 5 edits ➔

1 page for legislators

2 pages for staffers
Don’t be afraid to ask for what you want

The word “No” never permanently damaged any of us.
What’s the problem?
What’s the problem?
What’s the problem?
Respiratory filaments projecting through the fruit skin.

The perfect looking fruit had ~500 eggs.
What’s the problem?
What’s the problem?
What’s the problem?
Remember that you are NOT talking to scientists

Be concise

Be relevant

Bring it home in human terms – dollars, landscapes, nutrition, community development, rural development

My attitude was that “failure is not an option”
Monitoring SWD in NYS

Spotted wing Drosophila:
2012 NY Monitoring Results as of September 14, 2012
## Estimated SWD Economic Impact in NY – 2012

<table>
<thead>
<tr>
<th>Fruit Crop</th>
<th>Acreage</th>
<th>Value of Production (M)</th>
<th>Projected Loss</th>
<th>Loss in Value (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raspberry</td>
<td>500</td>
<td>$3.746</td>
<td>80%</td>
<td>$2.997</td>
</tr>
<tr>
<td>Blueberry</td>
<td>900</td>
<td>$4.521</td>
<td>30%</td>
<td>$1.356</td>
</tr>
<tr>
<td>Strawberry</td>
<td>1,400</td>
<td>$6.895</td>
<td>10%</td>
<td>$0.690</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,800</strong></td>
<td><strong>$15.162</strong></td>
<td></td>
<td><strong>$5.043</strong></td>
</tr>
</tbody>
</table>

Source – NY, NASS, Fruit Statistics. 2011. (Data is not collected for plum or apricot.)

Data compiled by J. Carroll, C. Heidenreich, G. Loeb
Impacts beyond dollars
Consumer Access
25 years of research investment
Buy local
Economic Development
Economic development
WHAT TO EXPECT IN 2013

Earlier appearance

Potential wide-spread damage (raspberries, blueberries, day-neutral strawberries at greatest risk)

Increased use of insecticides, starting earlier

More research, education & advocacy

M. Hauser, CDFA
The future or the past?
Thank you to:

Dr. Greg Loeb – NYS Ag Experiment Station – Geneva

Dr. Juliet Carroll – NYS IPM Program – Geneva

Ms. Cathy Heidenreich – Berry Support Specialist – Cornell Department of Horticulture

Ms. Laura McDermott – CCE Regional Specialist – Capital District Small Fruit and Vegetable Program