Communication and information exchange of integrated pest management (IPM)

Aino-Maija Alanko, Sanni Junnila, Irmeli Markkula, Kari Tiilikka, Kati Räsänen, Erja Huusela-Veistola

MTT Agrifood Research Finland, Plant Production Research

Information exchange in PesticideLife project:

- **Background** for the project is EU frame directive of sustainable use of pesticide and increasing the use of IPM methods in EU area.
  - IPM methods should be adopted nationally 2014 onwards.

- **Targets:**
  - Familiarize demonstration and agreement farmers to IPM methods of cereal production and how those methods work by demonstrations in farm
  - Chemical plant protection is used only when needed with help of forecasts, observation and control thresholds

- Fast information transfer between decision makers, research and practice secures the success of farming actions while challenges increase
  - developing and piloting IPM portal
  - Co-operation with farmers and stakeholders is essential

**Survey for co-operation farmers in the autumn 2012:**

- Why got interested in the project?
- What kind of experiences they got from IPM?
- How IPM communication should be developed further in the future?

**Information exchange in the future:**

- The challenge of major research projects or law implementations is how to reach as wide target group as possible
- Co-operation with other key stakeholders or organizations is essential → resources should be combined
- Providing new information is still important and basic research and developing IPM methods should not be forgotten
- Developing an IPM pilot farm network is under process

**Communication in PesticideLife project:**

- Articles
- Website
- Social media
- Picture gallery
- Agricultural exhibitions
- Seminars
- Field days
- NJF
- Green week
- Endure

**Summary of the survey made in 2012:**

**Why IPM?**

- Economical reasons
  - Interest (farmer's personal values)
  - To secure the quality and quantity of the yield
  - To secure the knowhow of IPM before 2014

**Experiences**

- Less routine or unnecessary sprayings
- IPM methods are already in use in many farms
- More information is needed about identifying pests
- Observation is challenging

**Developing of communication**

- Content and clarity of IPM presentations and material
- IPM and integrated pest management are unknown or unclear terms
- Positive sides of IPM should be highlighted
- Communication should be active and long term

**References:**

E-mail questionnaire to co-operation farms, 2012
Politics review
www.mtt.fi/pesticidelife
Pictures: Aino-Maija Alanko and Pauliina Laitinen
Map: Eeva Lehtonen and Riikka Nousiainen

Eeva Lehtonen and Riikka Nousiainen 2012, MTT