Cranberry Integrated Pest Management in Wisconsin: Past, Present, and Future. A Panel Discussion.

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INTRODUCTIONOF THE TOPIC

Integrated Pest Management (IPM) is an approach to managing pests that relies on the usage of multiple control tactics, with specific tactics being chosen based upon the pest complex that is actually present in a field at any given time. IPM users recognize the importance of all major pest control approaches: chemical control (such as pesticides and pheromonal mating disruption), biological control (manipulation of beneficial "natural enemies"), mechanical controls (such as hand weeding and mowing), physical controls (such as sanding and flooding), cultural controls (such as cleanup of infested crop residues), and host plant resistance. IPM users also understand that pest numbers are often below economically damaging levels, and during these periods no control actions are required. Further, successful IPM relies on the knowledge that some pest management practices can interfere with others (such as broad spectrum pesticides that eliminate beneficial natural enemies) and that management practices should be designed to truly integrate the most compatible practices available.

Because IPM programs rely on a multitude of specific pest control tactics that need to be integrated together based upon the specific pest complex at any given time, frequent and routine pest monitoring (scouting) is an important key to the success of IPM. In short, the best management decisions can only be made with a good understanding of what the pests are actually doing. For this reason, the University of Wisconsin initiated the UW-Extension Cranberry IPM Program in 1986, with leadership from the UW-Madison Departments of Entomology, Plant Pathology, and Horticulture, the UW-Extension IPM Program, and the cranberry industry. During the 4-year pilot IPM program, we developed pest monitoring practices and demonstrated how these practices could be used to both improve pest control and reduce the use of pesticides. The success of the program can be measured by the degree of interest that the cranberry industry had in continuing IPM at the time of termination of the university's pilot program.

Today, the Wisconsin cranberry industry is recognized nationally as a leader in IPM implementation. With a reported 70-80% of the state's acreage under some form of IPM program, I can state that this is one of the highest rates of adoption for any crop in the nation. I compliment Wisconsin cranberry growers for their continuing interest in integrated pest management.

Introduction of the Panel

IPM is not a static practice; it continues to evolve as new practices are developed through research and old practices are modified through experience. The purpose of today's panel discussion is to take a critical look at cranberry IPM in Wisconsin. As we have passed the lo-year anniversary of the inception of the UW pilot program, we want to look at where we have been, where we currently are, and what our future needs may be relative to cranberry IPM.

Our panelists today well understand the history and current status of Wisconsin cranberry IPM. They have also been asked to look into the future and suggest areas where improvement may be made, or where new technologies may be helpful. Our panelists are

- Lou Ann Bever, Cattail Marsh Consulting
- Jayne Sojka, Lady Bug IPM
- Jonathan Smith, Northland Cranberries, Inc.
- Leroy Kummer, Ocean Spray Cranberries, Inc.