

# The Pacific Northwest Pest Alert Network, an Interactive Internet Site Promoting Stewardship

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[www.TVPestAlert.net](http://www.TVPestAlert.net)

[www.PNWPEstAlert.net](http://www.PNWPEstAlert.net)

**Abstract**  
It is difficult to coordinate the timely delivery of field scouting over thousands of square miles to provide growers with real time advice on today's immediate pest problems and also have the advice directly tied to up to date research results. A website/email-based pest alert system was developed in 2001 to notify people interested in crop production of pest outbreaks and forecasts of pest outbreaks from multiple information sources. The alert system was designed through innovative programming so that alerts would be timely and automatically linked to extension recommendations based on field research results.

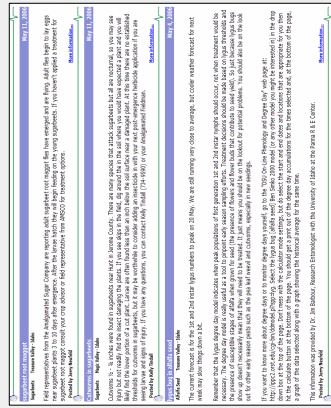
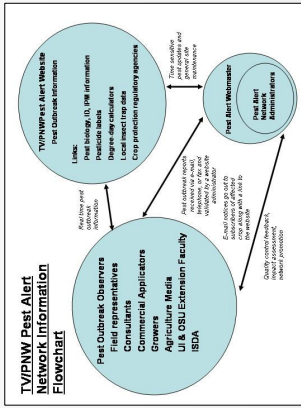
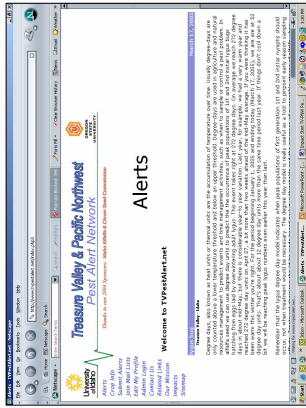
The system was first utilized in the Treasure Valley of southwestern Idaho and southeastern Oregon (TVPestAlert.net). We have expanded the network to additional areas in the Pacific Northwest (PNWPEstAlert.net) as interest has grown. When pest outbreaks are confirmed or predicted, an email notification is immediately sent to subscribers. Links to pest management information are automatically attached to each alert.

In 2006, the service had grown to 465 subscribers and 31,000 web visits. As a result of this service, 11% of subscribers were able to reduce the number of sprays applied to their crops in 2006 and 54% of all subscribers increased field scouting to document pest levels and better synchronize control measures with pest populations. This system has increased the adoption of Integrated Pest Management (IPM) practices.

There are no costs to subscribers. The annual costs of the service have proved to be less than \$5,000 per year and the costs have been paid by commissions of commodities and grower associations.

**Current Funding**  
Idaho Alfalfa and Clover Seed Commission  
Idaho Sugar beet Industry  
Idaho Potato Commission  
Idaho Onion Growers Association  
Malheur County Onion Growers Association

Example of TVPestAlert web page



**Impact**

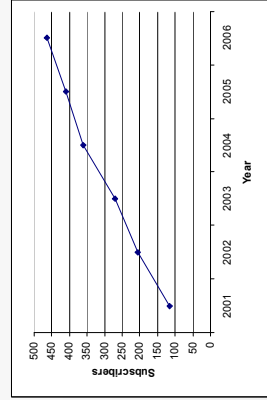
Following is one of the questions asked in the 2006 program evaluation and the percentage of survey respondents that marked each statement.

Which statement below best reflects your views? Because of information received through TV/PNWPEstAlert.net

- A) I increased my field scouting to document the pest level in my fields. **35%**
- B) I was able to use additional IPM strategies to control pests because of information I received from TV/PNWPEstAlert.net. **17%**
- C) I was able to reduce the number of sprays applied to my crops. **17%**
- D) A spray I applied was more effective due to the timeliness of the application. **31%**

As a result of subscribing to TV/PNWPEstAlert.net, an increased number of growers are implementing the IPM practice of scouting their fields to document pest levels before implementing control measures.

In addition, the 2006 survey indicates that TV/PNWPEstAlert.net subscribers are using up to 20% less chemical on their crops than they were before subscribing to TV/PNWPEstAlert.net.



Subscriber trend

**Examples of Alerts Posted**

1. Cereal Leaf Beetle in small grains
2. Corn Earworm in sweet corn seed
3. Lygus in alfalfa seed
4. Black Bean Aphid in sugar beets
5. Green Peach Aphid in potatoes
6. Sugar beet Root Maggot in sugar beets
7. Iris Yellow Spot Virus in onions
8. Powdery Mildew in sugar beets
9. Early and Late Blight in potatoes
10. Western Cherry Fruit Fly in cherries
11. Powdery Mildew in potatoes
12. Codling Moth in apples



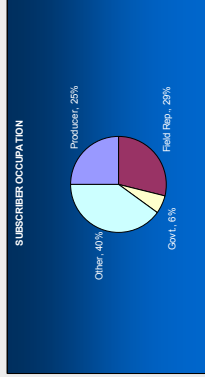
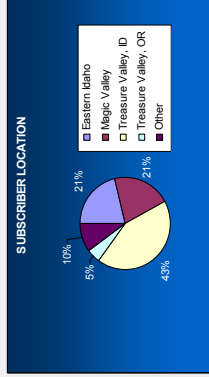
Late Blight in Potatoes



Lygus Nymphs in Alfalfa Seed



Colorado Potato Beetle



Alerts Confirming Pest Presence

Alert Forecasting Pest Emergence