

**Candidate for the position of Assistant Professor of Subtropical IPM:****Bodil N. Cass**

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Date: Tuesday, February 21, 2023
Time: 2:00 pm - 3:00 pm
Format: In-Person Seminar & Virtual Access
Location: Entomology Large Conference Room 161

Zoom: 938 1040 4405
Passcode: 833289

Title:

“An Ecoinformatics Approach to Integrated Pest Management of Subtropical Fruit Crops ”

Abstract:

Cooperative extension is a fundamental service of the university, providing science-based information to help ensure the sustainability of agricultural industries. It is also the basis of the ecoinformatics research approach, which directly utilizes data collected by growers and pest control advisors (PCAs) as a complement to data generated from traditional field and laboratory experiments. Involving industry partners from the initial stages helps drive research directions, encourages their invaluable input, and ensures the results are relevant to a broad range of field conditions experienced by growers.

I will describe our extension approach in two settings:

1. The citrus industry in California, where we have used analyses of grower data paired with field experiments to update IPM guidelines for several arthropod pests.
2. The Plant Pest Diagnostics Laboratory at the County of San Diego Department of Agriculture, where we have used extension and outreach to industry groups and the general public as part of invasive species pest detection efforts to protect local agricultural ecosystems.

Our extension methods include roundtables, field days, professional meetings, public phonelines, Continuing Education presentations, flyers, newsletters, social media posts, information booths, and publications such as a photographic guide and certificate coursework. This mutually beneficial exchange of ideas and knowledge propels the research forward and maintains a full integration of research and extension through one-on-one communication with the stakeholders contributing to the work. In my experience, growers have responded positively to being included from the outset, and it is a privilege to have their direct input to the scientific process.