

10TH INTERNATIONAL IPM SYMPOSIUM

Implementing IPM across Borders and Disciplines

Strategic and Operating Plan

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Strategic Plan

Vision: A world where the International IPM Symposium series is a universally recognized, premier public-private opportunity for all those with pest management responsibilities to improve their effectiveness!

Mission: Grow IPM awareness, appreciation, capacity, adoption and impacts by sharing, networking, education and training through periodic grassroots-organized events

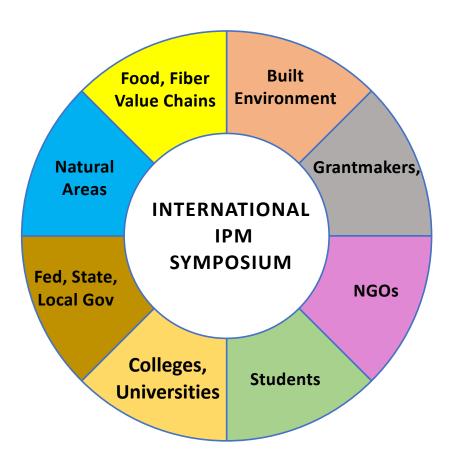
Purpose/key outcomes: Provide a forum for IPM professionals and practitioners to more efficiently and effectively share work, learn from others including event best practices, develop the next generation of professionals and practitioners, develop support networks, facilitate adoption of new knowledge and technology, elevate operating standards, replicate successes, benefit from lessons learned, and recognize peers for accomplishments.

Scope: Truly diverse, multi-discipline, multi-sector, international across ag, food, urban/community, structural, landscape.

Our Unique Value: We provide the premier, science-based educational and networking opportunity to professionals with responsibilities for optimizing pest management outcomes.

Target market/audience: Professionals with responsibilities for pest management, environment, public health and sustainability in the public and private sector.

Market size: Huge! We will build an estimate sector by sector)

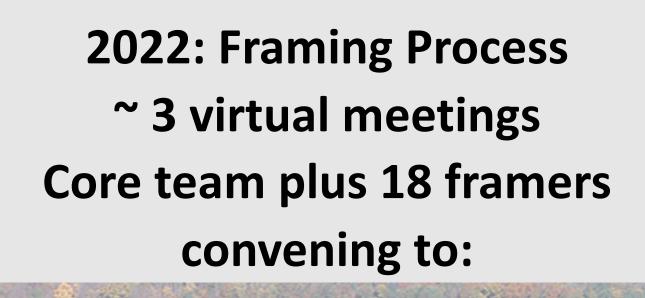


Strategic Priorities

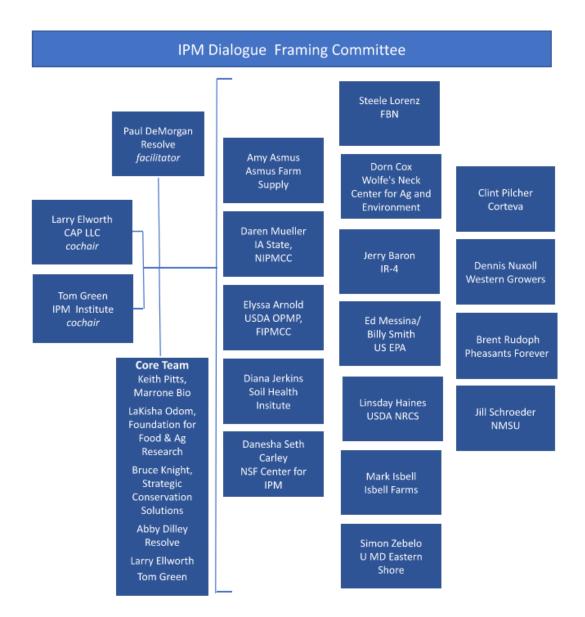
Increase and accelerate	Impacts and outcomes by broadening participation: To 1000 in 2025!
Earn	"International" in our title by expanding global participation
Improve	Financial performance and sustainability
Establish	Broader, ongoing and growing IPM community!



It's been more than twenty years since the broad agricultural community has engaged in a multi-stakeholder dialogue on the support and application of IPM policies, technologies, practices, and programming!



- 1. Assess and modify, as appropriate, the Dialogue premise and purpose
- 2. Identify specific: topics, areas of expertise, research priorities, key informants, audience
- 3. Define the Dialogue process/work plan
- 4. Identify funding sources for the Dialogue to begin in 2023



Current funders:





- External: Dealing with regs, supply chain, public pressure, climate, resistance mgmt. (internal and external)
- Internal: Intrinsic to production new tech, info tech, efficiency productivity, flexibility, sustainability
- Communications: Rebranding, public perception, positioning of science
- Context: Integration of IPM w/other systems, collaboration w/in IPM community, engagement with other communities

What are the key opportunities for IPM to contribute to meeting the needs of 21st century agriculture?

- ESA
- Resistance Mgmt
- Meet new demands
- Resistance mgmt.
- Supply chain
- Meet demand for food
- Info tech
- Rebrand
- Info tech
- High-tech
- Climate
- Soils
- Efficiency/productivity
- Lower risk
- New technologies
- Info tech
- New technologies
- Community level work
- Efficiency
- Env. Protection

- Re-establish science based ag
- Dealing with regs
- Supply chain
- Climate
- Efficiency/productivity
- Sustainability
- Integration in systems mgmt.
- Respond to public pressure
- Precision ag
- Resistance mgmt.
- Increased conservation & efficiency
- Evaluation and verification of benefits
- Sustainable pest mgmt.
- Flexibility for farmers
- New technologies
- Collective action

- External: FUNDING (for all parts of IPM) climate, invasive pest, regulation, consumer supply chain response
- Internal: Benefits accrue slowly, using new tech, confidence building, economics, lack of solution for some pests
- Communications: Broad definition of IPM, lack of understanding, science v. marketing
- Context: Inclusion of social sciences, integration w/sustainability, collaboration across farming approaches, fractionated community, engagement with underserved farmers

What are the key challenges to IPM contributing to meeting the needs of 21st century agriculture?

- Aligning incentives
- Broad definition of IPM
- Benefits accrue over time
- Lack of solution to some pests
- Tower of Babel in ag terminology
- Scientific v marketing
- Sharing v. control of data
- Championing IPM
- Funding
- Implementing new technologies
- Lack of understanding of IPM, how it fits
- Need for wider adoption
- Increased CP resistance (????)
- New tech. needs better data
- Funding for research, educ, outreach
- Funding for demonstration/implementation
- Programs for non-English speakers
- Scientists suck at marketing
- Need for broader public communication
- Research and development
- Education and trust building w/growers

- Lack of social science understanding w/in IPM
- Collaboration across farming approaches (organic, et al)
- Grower knowledge and confidence in practices
- Climate impacts
- New & invasive pests
- Interaction among pests and mgmt. tools
- Availability of economical tools
- Consumer, supply chain responses
- Regulation and legislation
- Inclusion of social sciences
- Integrating IPM into sustainability
- Funding
- Public lack of knowledge
- Fractionated IPM community
- Need for IPM programs, tools for small, underserved farmers
- Lack of understanding about what IPM is



PURPOSE & VISION

Our purpose is to create and widely disseminate tools and training that help farmers, scientists, food and agriculture organizations, and businesses communicate and collaborate more effectively with their stakeholders

RECOMMENDATIONS (Near-to-final draft)

- 1. Start with farming, not food.
- 2. Make the story about interconnection.
- 3. Show how adjusting farming policies can contribute to the type of communities we want.
- 4. Talk about the tightrope that farmers must cross.
- 5. Tell science-rich stories about innovative practices on farms.
- 6. Reference systemic thinking to talk about equity, racial, and economic issues.