

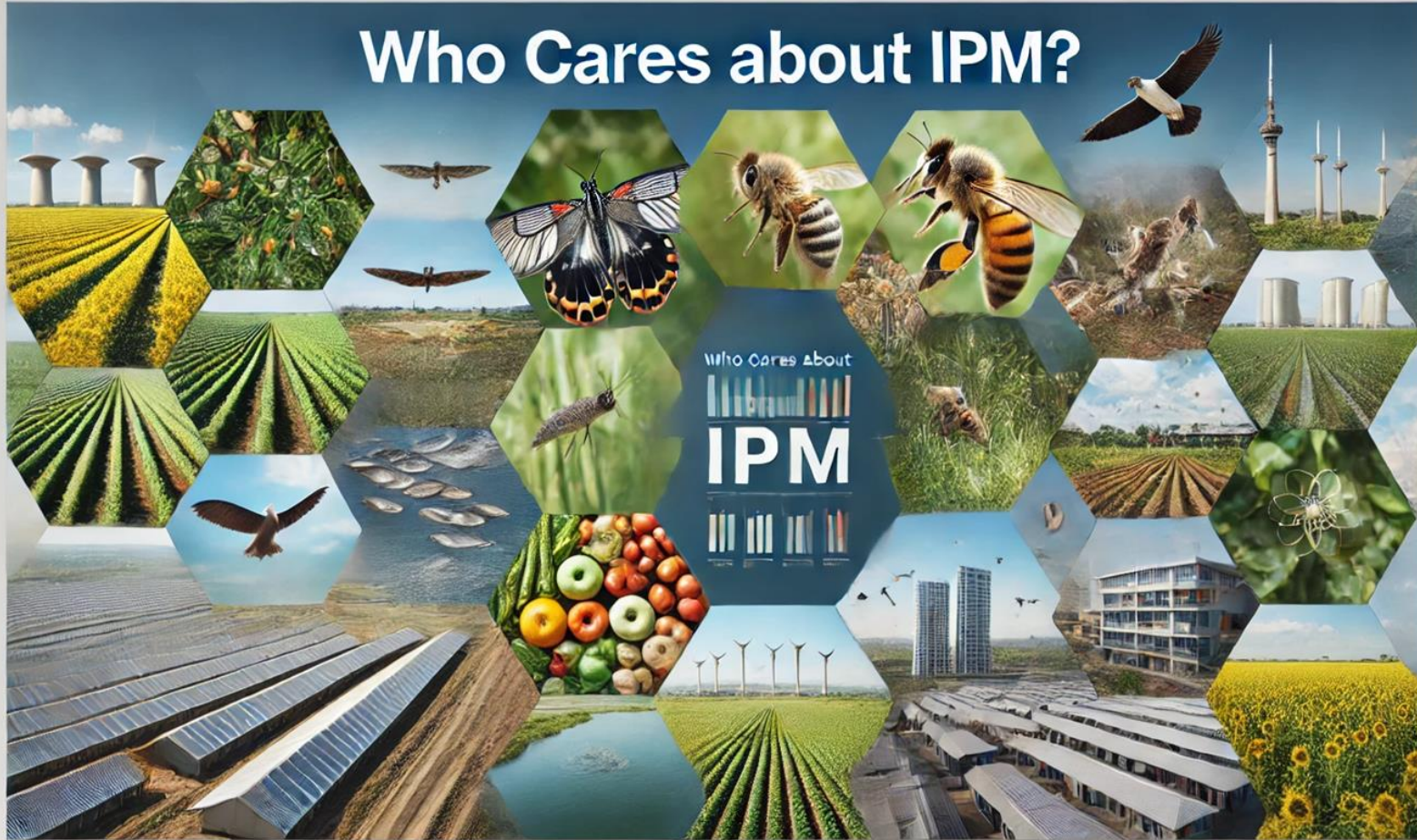
The Strategic Plan for the Public IPM Enterprise 2025-2030

Based on infrastructure survey
and groundwork for growth



Soybean Gall Midge

Who Cares about IPM?



What is Integrated Pest Management?

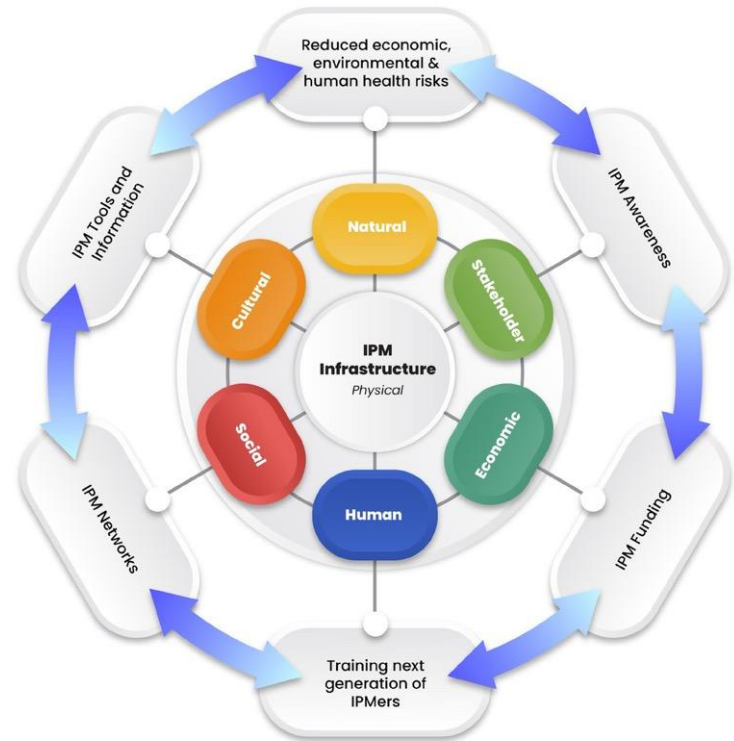
IPM is a science-based decision-making process that reduces risks from pests and pest management strategies. Using pest biology, environmental data, and all available technologies, IPM prevents unacceptable levels of pest damage in the most economical way, while minimizing risks to people, property, resources, and the environment. It's an approach to pest-management that can be used in any environment or endeavor.

What is the Public IPM Enterprise?

In university laboratories and research and extension centers around the nation, IPM practices are developed, tested and promoted by researchers and specialists in agriculture, natural areas, and urban and rural communities. This effort spans hundreds of institutions and several scientific specialties. IPM education is provided by Land-Grant Universities, including 1864s, Tribal Colleges (1994s), Historically Black Colleges and Universities, and Hispanic-Serving Institutions. There are 53 state IPM programs and four Regional IPM Centers, primarily supported by USDA-NIFA's Crop Protection and Pest Management program, but historically there has been little long-term planning or concerted, collective efforts to expand IPM's reach and impact.

Vision

A nation where everyone can access the IPM information, tools and services they need to protect their health, home and livelihood.



Public IPM Enterprise - Vision and Goals

Vision

A nation where everyone can access the integrated pest management information, tools and services they need to protect their health, home and livelihood.

Strategic Goals:

1. Expanded IPM Infrastructure:
2. Enhanced IPM Tools:
3. Comprehensive IPM Information Resources:
4. Increased IPM Awareness:

We asked a young and developing artist (Ms. Dalle E) to draw each of these goals based on the text in the strategic plan.

Please note: The artist can not spell.

Public IPM Enterprise

Strategic Goals:

1. Expanded IPM Infrastructure:
2. **Enhanced IPM Tools:**
3. Comprehensive IPM Information Resources:
4. Increased IPM Awareness:



Public IPM Enterprise

Strategic Goals:

1. Expanded IPM Infrastructure:
2. Enhanced IPM Tools:
3. **Comprehensive IPM Information Resources**
4. Increased IPM Awareness:



Public IPM Enterprise

Strategic Goals:

1. Expanded IPM Infrastructure:
2. Enhanced IPM Tools:
3. Comprehensive IPM Information Resources:
4. **Increased IPM Awareness:**



Strategic Planning Timeline

September 4-5, 2024 NIPMCC Annual meeting

October/November?? Date TBD Stakeholder listening sessions by zoom

Date TBD Commodity associations - Facilitator Jim Farrar

Date TBD Underserved audiences - Facilitator Katie Hartman

Including 1890s, 1994s

Date TBD Urban/School IPM - Facilitator [Janet A. Hurley](#)

Date TBD Government stakeholders

March 2-6, 2025, IPM Symposium - Roll out plan

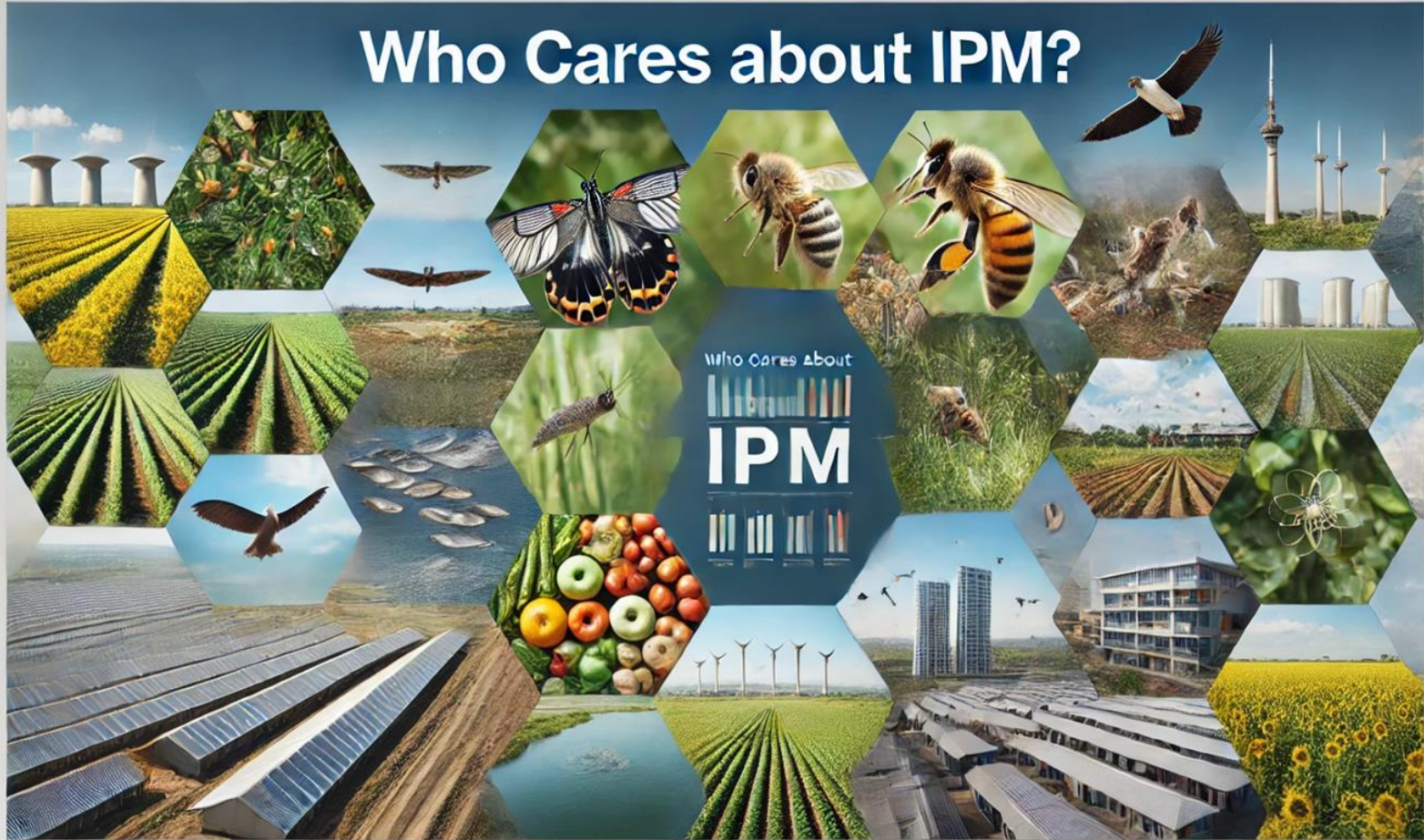
March ?, 2025 NIPMCC Annual Meeting = Promotion of strategic plan

March- April, 2025 Stakeholder advocacy

September, 2025 Promotion of ongoing issues of strategic plan to NIFA



Who Cares about IPM?





Human But Not Human

P.E. Rowe



Human But Not Human

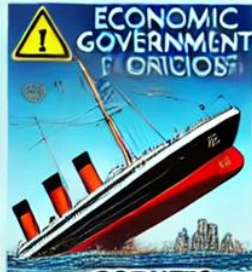
**Nobody cares
unless you can
find a way to serve
someone else's
interests**

P.E. ROWE

Who Cares About Risks?



GOVERNMENT OFFICIALS



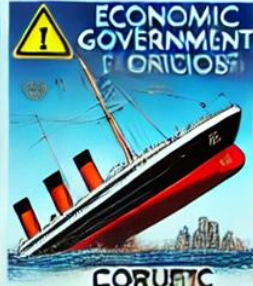
CORRUPT GOVERNMENT COLLAPSE



LOVED ONES BENIVED IN ANOTHER WORLD WAR

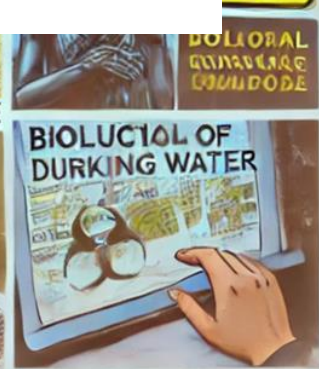


Who Cares About Risks?



GOV

EVERYONE CARES ABOUT RISKS



IPM Minimizes Risks

IPM ... reduces risks from pests and pest management strategies. ... minimizing risks to people, property, resources, and the environment.



Human But Not Human

P.E. Rowe



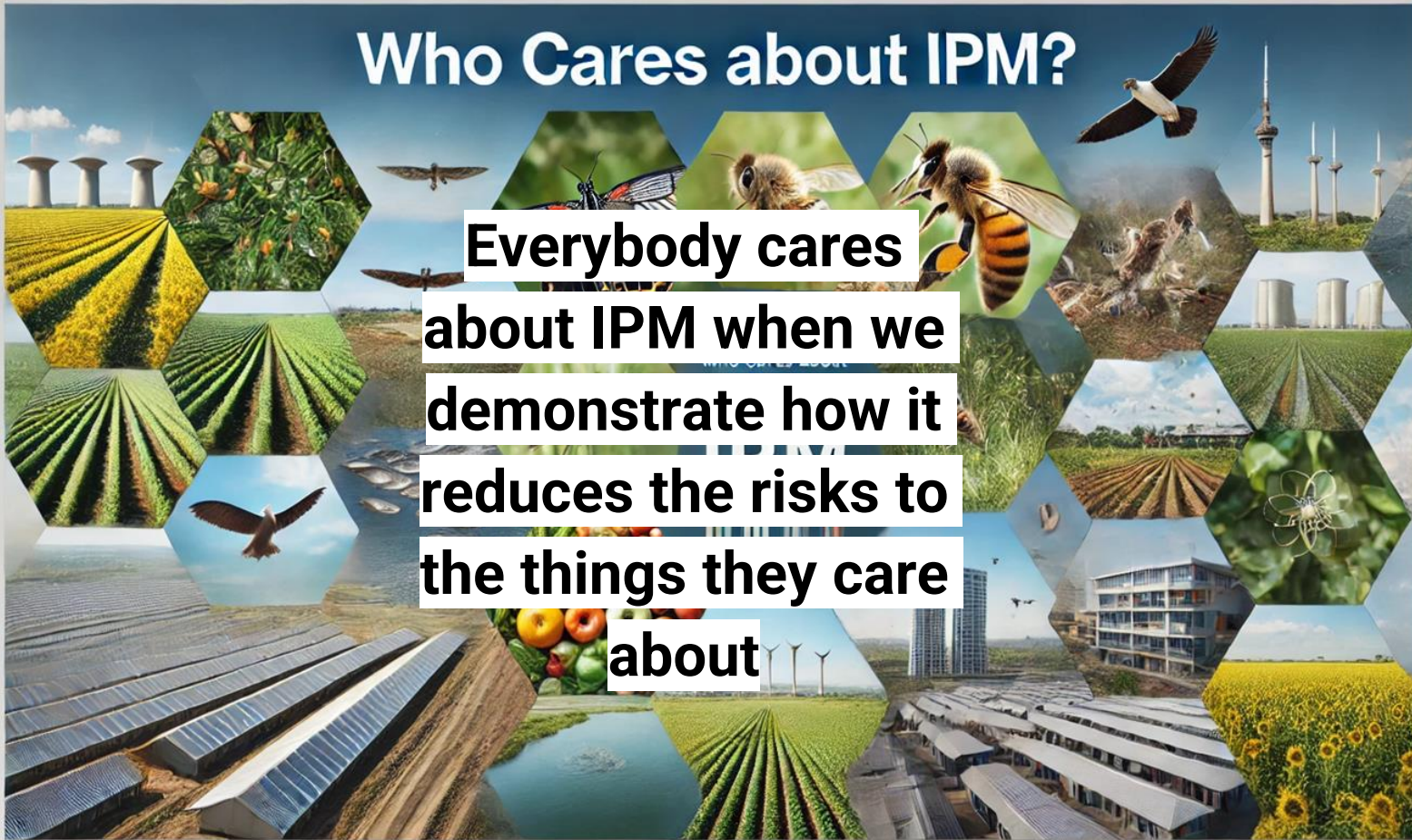
Human But Not Human

**Everybody cares
when you can find a
way to serve their
interests**

P.E. Rowe

Who Cares about IPM?

**Everybody cares
about IPM when we
demonstrate how it
reduces the risks to
the things they care
about**



Who Cares about IPM?

**Food Security,
Sustainable
Agriculture, Human
Health, and
Environmental Health**



Public IPM Enterprise - Vision and Goals

Vision

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Strategic Goals:

- 1. Expanded IPM Infrastructure:**
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Forbidden Topics

1. Discussion of IPM definition
2. IPM Pessimism

