

International Cut Flower Growers Association's 2005 Strategy

Strategic Approach

The International Cut Flower Growers Association (ICFG) membership, which includes cut flower growers, allied trades and university researchers, works together to educate growers on practical methods for reducing pesticide use via the adoption of integrated pest management (IPM) techniques. ICFG facilitates semiannual meetings for the dissemination of production and IPM-related technical information. Concurrent greenhouse tours allow attendees to observe production and IPM techniques in practice. The ICFG Web site provides a forum for dialogue between members. The association also provides training workshops and funds research to help its members reduce dependency on traditional pesticides.

Progress on 2004 Activity 1

Educational Meetings

ICFG held one educational meeting in 2004 in Windsor, Ontario, Canada. Educational topics included:

- "Chemical and Biological Control of Mealybugs" - Dr. Richard Lindquist;
 - "Beneficial Insects for Control of Mealybugs" - Mr. Chris Daye, BioPest Canada;
 - "Transfer of Technology Between the Space Program and the Greenhouse Industry" - Dr. Mike Dixon, University of Guelph;
 - "Root Diseases in a Water Recycling System" - Dr. Theo Blom, University of Guelph.
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Progress on 2004 Activity 2

Membership Survey

In 2003, the association surveyed its membership to ascertain their success with Pesticide Reduction Programs. Many were experiencing problems with their IPM programs because of new pests entering the crops. The main problem was mealybug. ICFG approached Dr. Michael Parrella at the University of California and asked him to help with this problem. Dr. Parrella submitted a research proposal and ICFG, along with its research arm, the Joseph H. Hill Memorial Foundation, Inc., funded \$15,000 of the \$40,000 project proposal on "Monitoring and Controlling Mealybugs on Roses." Another

project we were able to undertake as a result of the survey was on Downy Mildew Control.

*As we progress, we will continue to work with the information obtained through our 2003 membership survey.

Progress on 2004 Activity 3

TechDirect Programs

Steve Tjosvold, a research with the University of California Cooperative Extensions, submitted a research proposal on "Control of Downy Mildew on Rose with Fungicides and a Novel Air Circulation System." ICFG has funded this \$16,000 project.

Activities for the Coming Year

Activity 1

ICFG will hold one educational meeting in April 2005 in Miami, Florida.

How does this activity reduce pesticide risk?

The association's educational programs and tours, as well as other support services, help members move their Pesticide Reduction Programs forward by identifying solutions to problems encountered.

How will you measure the risk reduction gained from this activity?

Not reported

Activity 2

TechDirect Program - Same as 2004.

TechDirect Program - ICFG, through sponsorships from its allied trade members, provides professionals that can consult by telephone, email or the ICFG Web site with its growers members. Areas of consultation can include pest and natural enemy

identification and biology, use of natural enemies in greenhouse pest management, complementary integration of both reduced risk and/or traditional pesticides with natural enemies, and the selection of least-toxic pest control methods.

How does this activity reduce pesticide risk?

Because of the diversity of the crops grown by ICFG members and the national scope of our industry, the needs of each member company area unique. By taking advantage of the TechDirect program, grower members have expertise available to them that can help them with specific issues. We have found in the past growers would revert back to traditional pesticide strategies when their IPM programs were not satisfactory. This program provides alternatives.

How will you measure the risk reduction gained from this activity?

Not reported

Activity 4

Funding of IPM-Related Cut Flower Research - Same as 2004.

Funding of IPM-related Research - ICFG has an ongoing program to encourage and fund research on topics that would decrease pesticide risk. In the past five years, ICFG, through its research arm, the Joseph H. Hill memorial Foundation, Inc., has funded over \$170,000 in IPM-related cut flower research at universities in the U.S. and Canada.

How does this activity reduce pesticide risk?

Not addressed

How will you measure the risk reduction gained from this activity?

Develop a way to quantify risk reduction: Can members give examples of reductions (i.e. miticide reduction (ozs or lbs)?