IPM Adoption Perspectives from the Regions: Barriers and Recommendations

*David E. Lane¹, <u>del97@cornell.edu</u>, Tegan J. Walker², and Deborah G. Grantham¹

¹Northeastern IPM Center, Cornell University, Ithaca, NY; ²Southern IPM Center, North Carolina State University, Raleigh, NC

Introduction

- **Increased IPM adoption hinges not only on the future** of innovative research, but also on the willingness of growers to adopt new IPM technologies.
- Adoption and diffusion of innovations can encounter many different challenges.
- By better understanding the barriers to IPM adoption, lacksquarefuture research, extension, and education can better target behavior change.

Methods

Results

- There were 37 completed surveys out of 56 email survey invitations, which equals a 66% response rate (88% with partially completed surveys).
- **Overall, the participants ranked "high cost of practice"** \bullet as the most critical barrier to IPM adoption.
- "Difficulty of implementation" and "lack of awareness" were also highly ranked as critical barriers to adoption.
- When asked about ways to increase IPM adoption, participants ranked "Improved cost-benefit analysis" as

- This study sought to better understand the barriers to IPM adoption from the perspective of state IPM coordinators via an online Qualtrics survey.
- These professionals have a statewide perspective of **IPM adoption.**

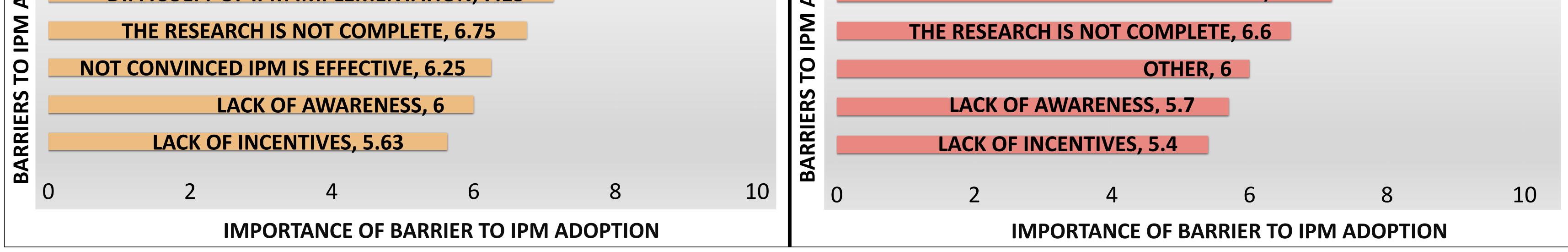
Recommendations

- These findings demonstrate the importance of providing improved IPM economic cost-benefit analyses to accompany the promotion of new and existing IPM innovations.
- These data suggest the need for more comprehensive extension and education programs to address the perceived "high cost of practice," "difficulty of implementation," and "lack of awareness" because they are critical IPM adoption barriers.

IPM Adoption Barriers in the United States (By Region)

the most critically important.

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