

IPM Adoption Perspectives from the Regions: Barriers and Recommendations

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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, future research, extension, and education can better target behavior change.

Methods

- 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.

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” 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 the most critically important.

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)

