



Northeastern IPM Center Partnership Grant Impacts



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Knowing Is Half the Battle: Increasing Awareness of Biocontrol (2021–2022)

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THE NEED



Recognizing the Problem: Outdated and Inaccessible Biocontrol Information

- **Outdated Resource:** The existing resource, “Biological Control: A Guide to Natural Enemies in North America,” had fallen behind the times and lacked crucial accessibility features.
- **Barrier to Accessibility:** This not only hindered its utility for people with disabilities but also created a barrier for non-scientific audiences.
- **Demand for Current Content:** Additionally, the rapid expansion of biocontrol agents necessitated the incorporation of new and up-to-date content.

Project Goals: This project aims to rejuvenate outdated resources, enhance accessibility, and revolutionize the way biocontrol information is presented.



The existing resource, “Biological Control: A Guide to Natural Enemies in North America,” was in need of an update to increase accuracy, accessibility, and engagement. Older version of the biocontrol website: Anthony Shelton.

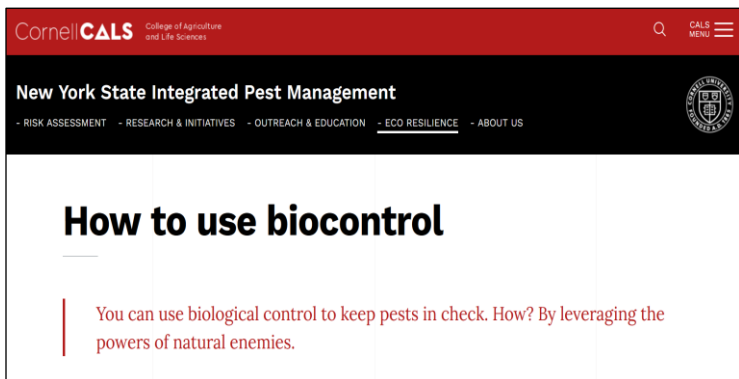


IMPACTS

This project, “Knowing Is Half the Battle: Increasing Awareness of Biocontrol as Part of IPM through Digital Outreach,” is driving substantial change in IPM practices:

- **Accessibility Boost:** In just two months (Nov-Dec 2022), the updated website attracted 43 new users and garnered 571 pageviews, significantly widening access to biocontrol information.
- **Sustained Engagement:** In January 2023 alone, the website welcomed 54 new visitors, accumulating 360 pageviews, reflecting a growing interest in biocontrol in pest management.
- **Anticipated Shift:** Increasing website usage suggests a gradual transition towards sustainable pest management practices.
- **Sustainability Focus:** Our project is dedicated to a sustainable future by reducing environmental and health risks associated with conventional pest management and promoting biodiversity through biocontrol practices.

In summary, our project's quantifiable impacts and the potential for behavior change are reshaping IPM practices with increased access to biocontrol practices while contributing to a more resilient and sustainable agricultural landscape.



“The new, updated biocontrol website includes a section on “How to use biocontrol.” Website updates: Amara Dunn



The “Biocontrol Agents” webpage includes: Parasitoids, Predators, Biopesticides, Insect-killing Nematodes, and Weed-Feeders. Website updates: Amara Dunn

Conservation biocontrol

Support natural enemies that are already present by providing them with food, shelter, and protection from things that harm them (for example, pesticides)

Classical biocontrol

Release a natural enemy (once or only a few times) that will reproduce and keep pest populations in check.

Augmentative biocontrol

Release or apply natural enemies repeatedly (whenever needed) to reduce pest populations

The updated “Biology behind biocontrol” webpage explains “What makes a good biocontrol agent?”, and it provides biological information, which includes “Conservation biocontrol,” “Classical biocontrol,” and “Augmentative biocontrol.” Website updates: Amara Dunn

WEBSITES

cals.cornell.edu/new-york-state-integrated-pest-management/eco-resilience/biocontrol

Older version of the website: biocontrol.entomology.cornell.edu/index.php

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