Logic Model: IPM Implementation for Specialty Crops

Goals: The Specialty Crop component of the EIPM proposal relates to the three goals identified in the National IPM Roadmap: improve the economic benefits of adopting IPM practices, reduce potential risks to human health, and reduce potential risks to the environment caused by the pests themselves or by the use of pest management practices.

Inputs	**Activities**	**Participation**	**Short-term changes (Learning)**	**Intermediate-term changes (Behavior)**	**Long-term changes (Condition)**
People: • IPM Advisors, CE commodity advisors, Specialists to develop, review, and deliver outreach materials through outreach activities • UC IPM staff to prepare, edit, program, produce electronic and print materials EIPM funds: • Travel, meeting expenses, salaries, production costs UC ANR: Funding for UC IPM infrastructure for delivery and support (salaries, supervision, Web site, etc.)	• Stakeholder planning and review • Development of print and electronic outreach materials • Development of improved ways to access materials (language, technology) • Development of online training • Web site • Field days • Workshops • Presentations	• Growers (stone fruit, almonds, grapes, pomegranate, blueberry) • Pest Control Advisors/ Consultants • County CE Advisors • Vineyard workers	• Growers and PCAs change attitudes about impact of pesticides on nearby water bodies • Growers and PCAs increase knowledge of IPM as a means to prevent off-site movement • Growers, PCAs, and vineyard workers increase knowledge of pests, pest ID, and monitoring • Growers and PCAs increase knowledge of effective, lower risk IPM tactics to reduce pest damage • Growers increase knowledge of benefits of using precision	• Growers and PCAs reduce use of highly toxic pesticides • Growers and PCAs increase use of reduced-risk IPM tactics to protect water quality • Growers increase adoption of precision application equipment and technology such as Smart Sprayers to minimize off-site impacts **Measures** • Measure change in use of high risk pesticides (Pesticide Use Reports) • Measure change in use of reduced-risk pesticides (Pesticide Use	• Reduce impacts of off-site movement of pesticides on water quality • Reduce grower, field worker, and farm family exposure to and risk from pesticides • Reduce economic risks from pests that attack stone fruit, almonds, grapes, pomegranate, blueberries **Measures** • Measure change in amounts of high risk pesticides in water bodies (State and regional data) • Measure change in number of pesticide poisonings • ???Measure

			application equipment and technology **Measures** • Self-assessments • Pre-test, post-test, and follow-up surveys to measure changes in knowledge, attitudes, satisfaction, aspirations • Focus groups and surveys to measure usability of outreach materials	Reports) • Measure change in use of specific IPM tactics (surveys) • Document sales and use of precision application equipment	changes rejected agricultural product??