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**Tart Cherry Integrated Orchard Management Project
Evaluation Summary
November 2006**

At the request of the project Principal Investigator, Mark Whalon, the Evaluation summary for November 2006 is organized by grant objectives.

Objective 2. Create a system for real-time stakeholder input to continually enhance the stability and sustainability of proposed project activities.

We believe that the creation of a system that provides continual stakeholder input into the project is critical to enhancing the stability and sustainability of proposed project activities. Without systematic feedback from key stakeholders, any project risks getting off-track from industry needs and priorities. A critical first step under this objective is the creation of a Tart Cherry RAMP Management Team to provide guidance and oversight to all activities throughout the project. Members will include stakeholders who represent industry, research, and extension viewpoints from all co-operating states, enabling wide-scale participation and interest in the project.

This objective was achieved within the first months of the project and includes the following members:

Executive Committee

Don Gregory, Chair
Cherry Bay Orchards, Inc.
Suttons Bay, MI

Jim Seaquist, Vice Chair
Seaquist Orchards
Sister Bay, WI

Mark E. Whalon, Principal Investigator
Michigan State University

Dave Epstein, Project Manager
Michigan State University

Management Team

Diane Alston, Utah State University

Mike Evans, Evans Brothers Orchard, UAP

Jean Haley, Haley Consulting Services, LLC

Phil Korson, Cherry Marketing Institute, Inc.

Jim Laubach, HortSystems, Inc.

Art Lister, Jr., Lister Orchards, Inc.

Patricia McManus, University of Wisconsin -
Madison

Terry Morison, MI Food Processors Assoc.

Jim Nugent, Northwest MI Horticultural
Research Station

Ray Rowley, Cherry Hill Farms, Santaquin, UT

George Sundin, Michigan State University

Suzanne Thornsberry, Michigan State
University

Objective 3: Through Outreach & Extension activities, achieve a statistically significant increase in the likelihood of IPM adoption and self-reported use of IPM by the Tart Cherry Industry.

Objective 3a. The project will create and distribute a biannual tart cherry IPM newsletter. The newsletter will be distributed to the national CMI mailing list and will include project research updates, grower profiles, and other IPM news for tart cherry growers.

In February 2005, the first project newsletter was sent to growers on the national CMI mailing list. Growers in the three project states were asked to rate the usefulness of each section of the newsletter. Figure one provides the aggregate results from Michigan, Wisconsin and Utah growers who responded to this survey question. The most useful section of the first newsletter was general project updates, followed by the project feature article, which in this case covered the results from the 2004 grower survey.

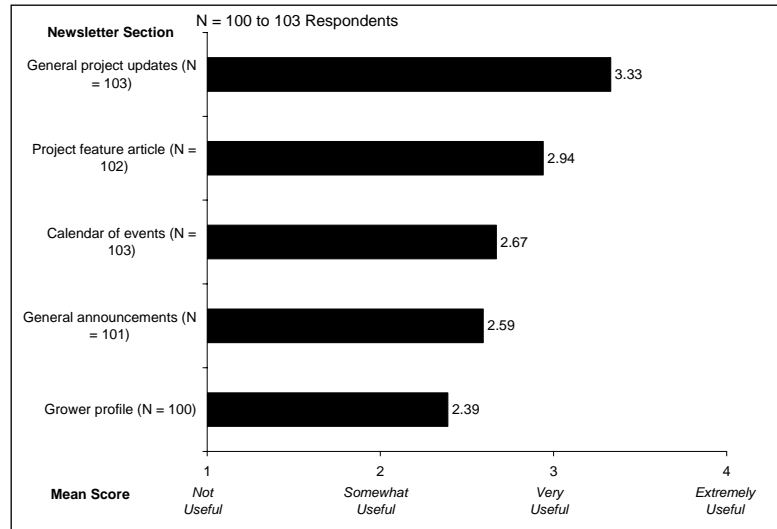


Figure 1. Usefulness of 2005 project newsletter sections.

A Fall 2006 newsletter will be sent to tart cherry growers in early December. At this time, there are no data available on its usefulness to growers for obvious reasons.

Objective 3b. The project will create and post a tart cherry IPM project website. The website will provide a central clearing house of information for tart cherry IPM implementation, including a detailed project description, research results and updates, and relevant IPM topics.

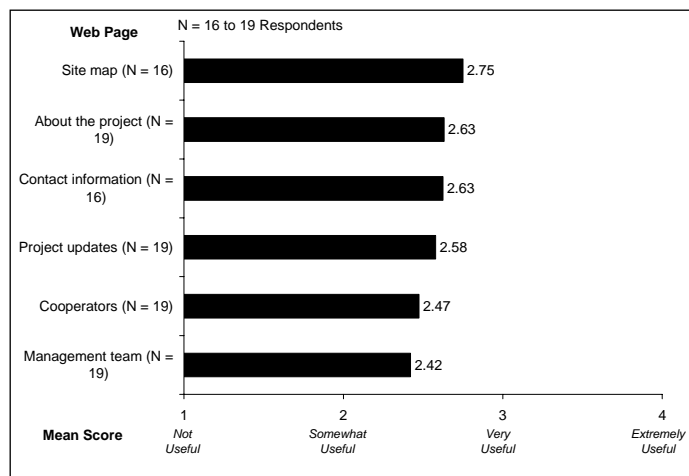


Figure 2. Usefulness of Website pages.

A project website, created in early 2004, is located at www.ipm.msu.edu/tartcherry.htm. There are several sections still under construction. However, those that have been completed were rated by growers in a 2005 grower survey (see **Figure 2**). The N in the figure is quite low because very few growers had been to the website. The project is looking to improve these numbers during the final year of the project.

Objective 3c. The project will capitalize on existing outreach and extension activities already in place in each state. Extension and outreach is very strong for tart cherries in all three participating states. As such, the project will capitalize on these efforts by building project-specific activities into existing events, such as annual fruit grower meetings, code-a-phone updates, and MSU Fruit Crop Advisory Team (CAT) alerts.

Growers in each of the project states were asked to rate the usefulness of the grower meetings. Figures 3 through 5 provide these results.

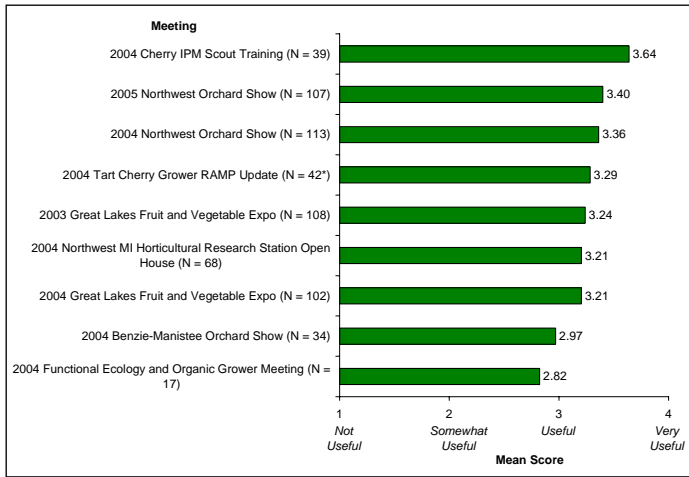


Figure 3. Usefulness of MI grower meetings.

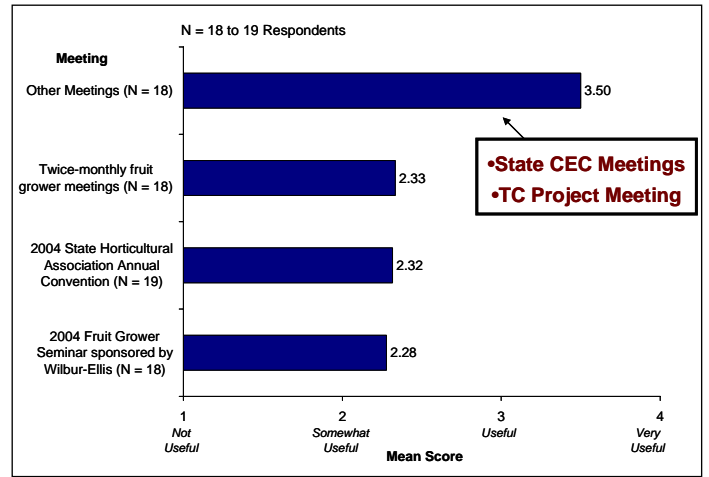


Figure 4. Usefulness of UT grower meetings.

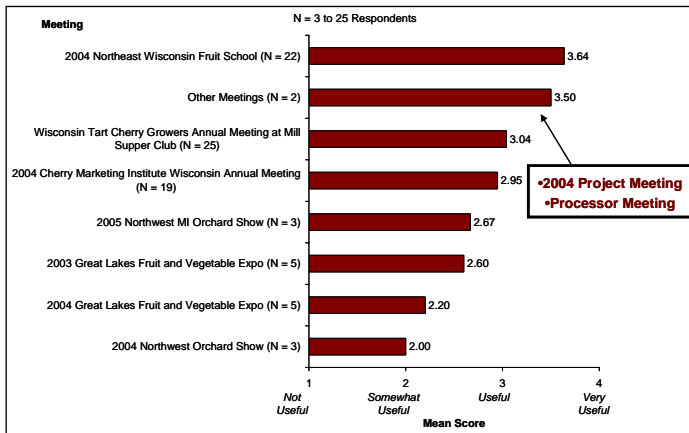


Figure 5. Usefulness of WI grower meetings.

As we can see from these figures, the grower meetings in each state are at least somewhat useful in all cases. In Michigan, the most useful meetings were the 2004 Cherry IPM Scout Training and the 2005 Northwest Orchard Show. In Utah, the most useful meetings were the State CEC Meetings and the Tart Cherry IPM Project Meeting. In Wisconsin, the most useful meetings were the 2004 Northeast Wisconsin Fruit School, the 2004 Tart Cherry IPM project meeting, and Processor Meetings.

Objective 3d. To measure the increased likelihood of IPM adoption and the self-reported use of IPM by tart cherry producers, we will gather baseline data on key IPM practices and knowledge, as well as the barriers to adoption through an industry-wide survey. Following each growing season, a brief follow-up survey will be sent to all growers on the Cherry Marketing Institute mailing list to document changes in IPM attitudes, perceptions, and self-reported use, that allows us to test for significance.

Baseline data on self-reported use of IPM by tart cherry producers, as well as key IPM practices, knowledge and barriers to adoption were collected in 2004. Final data will be collected at the end of the project and tested for significant changes. According to baseline data, in general, grower respondents have a favorable impression of IPM (see **Figure 6**).

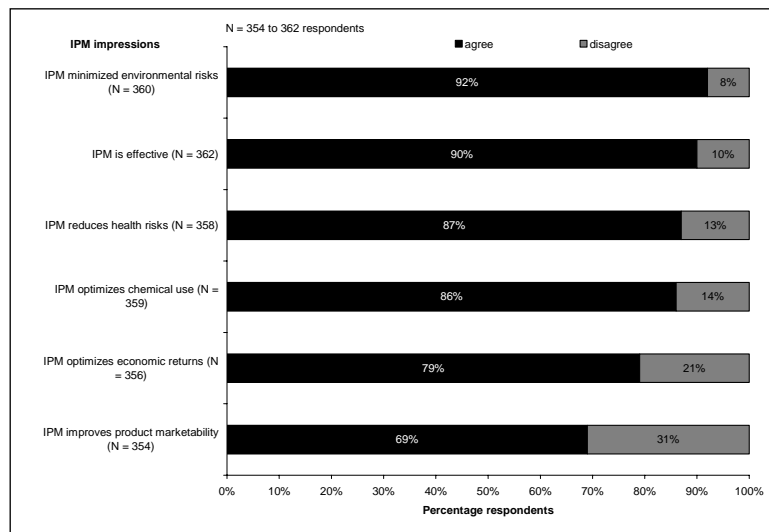


Figure 6. Grower impressions of IPM.

The highest level of agreement among respondents is that IPM minimizes environmental risks (92 percent agree) and that it is effective (90 percent agree). The area of least agreement is that IPM improves product marketability (69 percent agree), though this percentage is still relatively high. From these data it would seem that almost everyone would be using IPM, or at least those growers who believe it is effective and optimizes economic returns (79 percent).

That did not turn out to be the case, however, as we can see in Figure 7. Of the 384 survey respondents in 2004, 52 percent report that they use IPM, 36 percent report that they don't use it, and 13 percent aren't sure. It is the hope of the project that the self-reported use will increase significantly, and that those who report that they're not sure if they use IPM will be reduced to zero, indicating that everyone has a good idea of what tart cherry IPM is. The greatest barriers to adopting tart cherry IPM, as reported by survey respondents, is the zero tolerance for worms and the lack of alternative control methods for key pests.

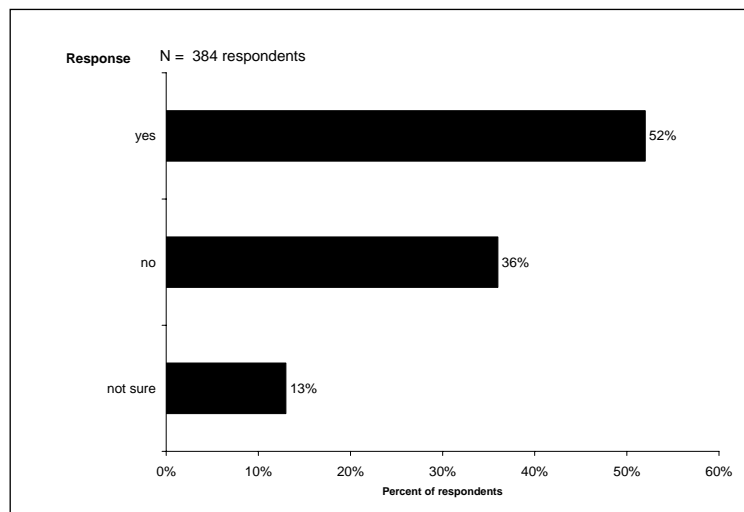


Figure 7. Self-reported use of IPM.

Objective 4: Implement an innovative project evaluation system that integrates social and economic data with biotic and abiotic data.

Parallel to the collection of social, biotic and abiotic data, detailed economic data will be collected and analyzed to measure the net returns from moving from traditional pest management program to reduced risk options.

Baseline social data were collected in the 2004 grower survey. They include information on eight management areas: field scouting, information sources, pest management decisions, field management decisions, weed management, insect management, disease management, and soil and water quality management. The results from the baseline survey will be measured against the final survey results at the end of the project and tested for significance.