

lic involved in agriculture decreases, the challenge becomes educating an unfamiliar urban public about the value of Extension.

## Meeting End User Needs

My greatest challenge has been whether farmers will accept the content of educational programs for IPM. Perhaps, I and other specialists do not understand completely the factors that compete for a grower's time, energy, and resources. I believe that IPM tactics would be embraced more completely under a different scenario.

Extension entomologists often are the facilitators between those who develop the concepts of IPM and the pragmatic individuals who apply them.

We structure educational programs that fit the concept of IPM but do not meet the client's needs. Such programs might not fit the farming situation and might be incompatible with profitable cultural practices. We should deliver education about technologies to growers with a sound, logical, and open-minded approach.

## Key Issue Education

Extension must take the initiative to educate our clients about key agricultural issues. Extension entomologists must incorporate IPM with sustainable agriculture. New technologies, such as transgenic plants,

insect growth regulators, and reduced risk pesticides, add a sense of excitement to our educational opportunities. We should establish guidelines and suggest rules rather than wait for individuals less familiar with agriculture to do so. No other group has the infrastructure, expertise, unbiased perspective, and trust to conduct this mission.

Extension specialists should voice their opinions about prescriptive pesticide use and determine how much visibility we want as this issue is debated. Extension assumed a similar responsibility in many states when we accepted leadership for the pesticide certification training program.

## In Future Issues

- Herbicide control based on soil temperature degree days
- N and turf, reconsidered
- Disease control today, outlook for tomorrow
- Reducing crabgrass germination
- More research summaries

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