ASSESSMENT OF FACTORS INFLUENCING ADOPTION OF SWD BEST MANAGEMENT PROGRAMS AMONG BERRY AND CHERRY GROWERS IN THE UNITED STATES.

Situation

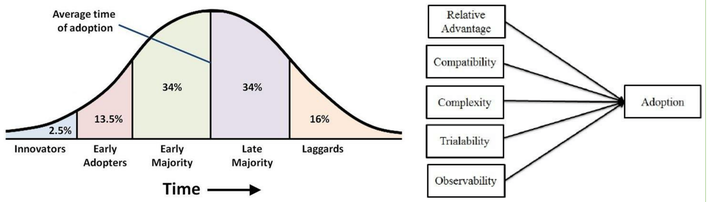
- Spotted Wing Drosophila (SWD) is a invasive fruit fly that infects berry and cherry crops.
- Estimated annual economic losses from D. suzukii in the western US was predicted to be up to $500M (Farnsworth, 2016).
- Development of BMPs through concerted multidisciplinary efforts of researchers

Best Management Practices

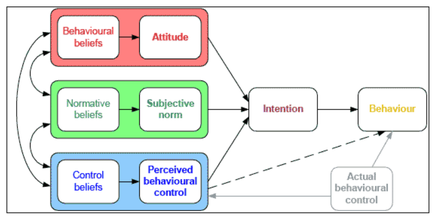
- Cultural control methods
- Pest and insecticide resistance monitoring and sampling technology
- Behavioral Control
- Biological control using natural parasitoids

Theoretical Frameworks

Diffusion of Innovation



Theory of Planned Behavior



Objectives

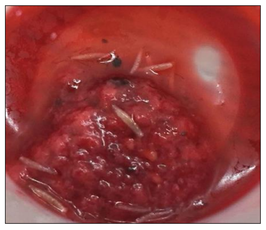
1. Classify growers by region & specific crops affected by SWD
2. Describe the operations of taskforce members in the diffusion of BMPs to other growers.
3. Examine the factors that influence the choice of adoption of BMPs by growers.
4. Identify potential hindrances to the use of the BMPs

Methodology

- Study Area: 10 U.S. States
- Population: Taskforce Members
- Sample Size: N=65
- Method: Mixed-methods
  - Survey (Quant)
  - Interviews, Artifacts (Qual)

Expected Results

- Increased knowledge of BMPs among growers.
- Utilization of BMPs by growers.
- Optimization of communication channels to engage growers.
- Identify the supporting and mitigating factors that determine the adoption of such innovations



Images by E.C. Burkness

Outcomes

- Effective control of SWD.
- Increased profitability of farms operations.
- Improved welfare of workers.
- Improve IGR of government through local purchases and exportations.
- Enhance economic development and environmental sustainability.

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