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

Methodology

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

Best Management Practices

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

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

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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