



BUL 1093

Stay One Step Ahead: Leveraging the PNW Pest Alert Network for Smarter Crop Protection

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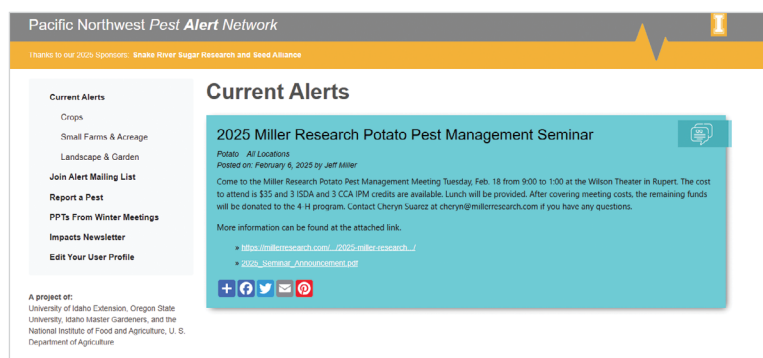
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Introduction

WITH ITS DIVERSE CROPPING SYSTEMS and variable climates, the Pacific Northwest (PNW) faces an ever-shifting pest landscape that challenges growers daily. Effective pest management is essential not only for protecting yields but also for minimizing environmental impact and keeping production costs under control.

A key resource helping growers stay ahead of pest pressures is the **Pacific Northwest Pest Alert Network** ([PNWPestAlert.net](https://pnwpestalert.net)). Launched in 2001 to quickly disseminate pest outbreak alerts and research-based recommendations, the network has since evolved into a proactive, community-centered platform. Today, it offers much more than pest alerts. Users can access updates on regulatory changes, regional news, and a range of educational opportunities—including webinars, workshops, crop schools, and recertification events.



Timely information is critical when it comes to pest management. Delays in detection or response can lead to crop loss, unnecessary pesticide use, and increased costs. The PNW Pest Alert Network addresses these challenges by delivering real-time, expert-driven notifications tailored to specific crops and regions. This localized approach equips users to act quickly, reduce damage, and implement integrated pest management (IPM) strategies that promote resilient and sustainable agriculture.



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Mission Statement

To enhance crop protection–related communications and improve management decisions through the timely delivery of accurate pest outbreak information. By fostering collaboration and providing resources, the network helps minimize crop losses, reduce pesticide use, and promote sustainable farming practices across the Pacific Northwest.

Why Choose PNW Pest Alert Network?

The network offers key features that benefit producers, notably **real-time alerts** and **updates about pest outbreaks** in selected regions and crops. Subscribers receive timely notifications as pest threats emerge regionally, enabling proactive rather than reactive management.

In addition to pest alerts and updates, the network connects users with educational resources, like IPM guides and other advice and guidance offered in PNW pest, weed, and other management publications (pest identification and crop care, for example) and lists contact information for region-specific and crop-specific pest management resources. Other key features offered include the following:

Event Announcements

Notifications about upcoming webinars, workshops, and conferences.

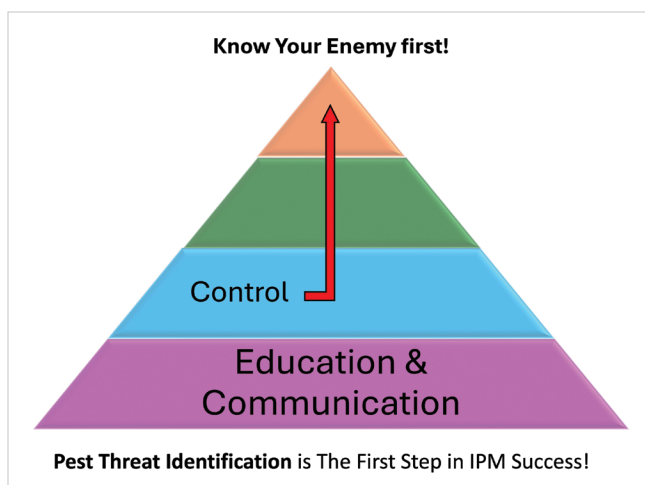
Collaboration Opportunities

A network connecting growers, researchers, and agricultural professionals.

Regulatory Updates

Information on compliance and best practices for pesticide use and other agricultural regulations. Indeed, the network relies on regional pest management experts' knowledge to provide updates highly relevant to the PNW's unique agricultural conditions.

By equipping users with precise, timely information, the network ultimately helps growers to cut costs and lessen environmental harm by avoiding unnecessary use of pesticides and adopting more sustainable practices as needed.



Ready to Join the Network?

Registration Steps

1. **Sign up** at <https://pnwpestaalert.net>.
2. **Visit** <https://pnwpestaalert.net/user/join/> and provide your name, email, and crop preferences. An activation link will be sent to your email to confirm registration.
 - a. **Customize alerts.** Choose crops and locations of interest to receive tailored updates.
 - b. **Stay connected.** Edit your preferences or unsubscribe at any time through the “Edit Your User Profile” menu.

Optional Features

You can also add a TXT phone number to receive text message alerts (standard carrier rates may apply). Designate the alert content by choosing crops, small farms, and/or or landscape and garden.

Recent alert highlights include the following:

- **Vole management:** Updates on vole infestations across Treasure Valley, with resources to aid growers' ineffective management strategies.
- **Brown marmorated stink bug:** Information about monitoring and managing this invasive pest in orchards and gardens.
- **Coryneum blight and peach leaf curl:** Comprehensive guidance on identifying and mitigating fungal diseases affecting stone fruits.

- **Potato psyllid monitoring:** Six percent of psyllids tested positive for Lso this year, higher than in recent years, with relatively low overall psyllid captures, mitigating the risk of zebra chip disease.
- **Peach tree borer:** Predicted emergence with guidelines for chemical and cultural controls.
- **Apple codling moth control:** Recommendations for managing first-generation infestations using degree-day models and tailored pesticide applications.
- **Fire blight:** Notifications of high potential for infection during bloom periods, with pruning and monitoring strategies to mitigate damage.
- **Educational outreach:** Notifications about winter meetings, crop schools, and hands-on training sessions for pesticide recertification credits and more.

Navigating the Network

The following sitemap provides a comprehensive overview of key sections supported by institutions and sponsors from the PNW region.

Section	Subcategories/Details
Current Alerts	View the latest alerts for pests and issues
Crops	Specific alerts for different crops
Small Farms and Acreage	Alerts relevant to small farms and acreages
Landscape and Garden	Garden and landscape-related pest alerts
Join the Mailing List	Subscribe to receive alerts via email
Submit an Alert	Provide new alert information
Report a Pest	Report a pest occurrence
Resources	Powerpoints from Winter Meetings, Newsletter, and Impacts
Pioneer Major Sponsors	University of Idaho Extension, Oregon State University, United States Department of Agriculture (USDA)

Final Thoughts

The network continues to improve its offerings, which include the following:

- **Enhanced tools:** Introduction of personalized pest forecasts and interactive educational resources.
- **Expanded reach:** Adding more crop categories, locations, and pest management updates throughout Idaho. Future collaboration with other states in the Pacific Northwest.
- **Advanced analytics:** Improved data-sharing capabilities to facilitate real-time decision-making and collaboration.

The PNW Pest Alert Network is more than a pest alert system—it's a lifeline for sustainable agriculture in the PNW. Delivering timely, expert-driven information and fostering community collaboration help growers protect crops and build a resilient agricultural ecosystem.

Join at <https://pnwpestaalert.net> to be part of a forward-thinking agricultural community that drives innovation and sustainability practices.

Sponsors and Acknowledgments

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Special recognition to **Jerry Neufeld**, Canyon County Crops Extension educator, and **Ronda Hirnyck**, former statewide pesticide coordinator, retired U of I employees and pioneers of the network for their dedicated efforts in sustaining and advancing it over the years.

Note: Stay tuned as the network celebrates twenty-five years of impactful service, with exciting updates and enhancements to support the agricultural community.

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