

Communicating Information

Cheryl Frank Sullivan & Elise Lobdell
Greenhouse Scout School
Session 6: March 20, 2025





The role of the **scout** is to inform the head decision maker about pest problems.

Build A Communication Plan

Define realistic expectations: No. days/hours, products, etc. (i.e., day of week information needed by).

Determine best format to relay info: Written reports? Typed pdf? Hand delivered? Email? Text? Pictures? Weekly meeting?

Establish SOPs:

- **Infestations:** Set plants aside? Throw away? Leave them? Flag all or a few?
- **Action thresholds:** critical pest level that warrants treatment
- **Pesticide applications:** Occurring when?

Get to know the staff: They can inform about issues.



Other Principles

Build trust & be honest/Confidentiality: Never ever discuss problems with outsiders (other growers, customers, vendors) or guess/assume the problem.

Protect other client's plants: Sanitize/change clothes/shoes before going to new location to avoid spreading pests.

Gauge/know recipient's 'style': Reactive, Proactive, Unreactive.

CONFIDENTIAL



Stay Informed



Stay up to date: Seminars, trade magazines, workshops, Egrow, email lists, invasive species to watch out for, etc.



Network: Univ. diagnostic clinics, industry representatives, etc.

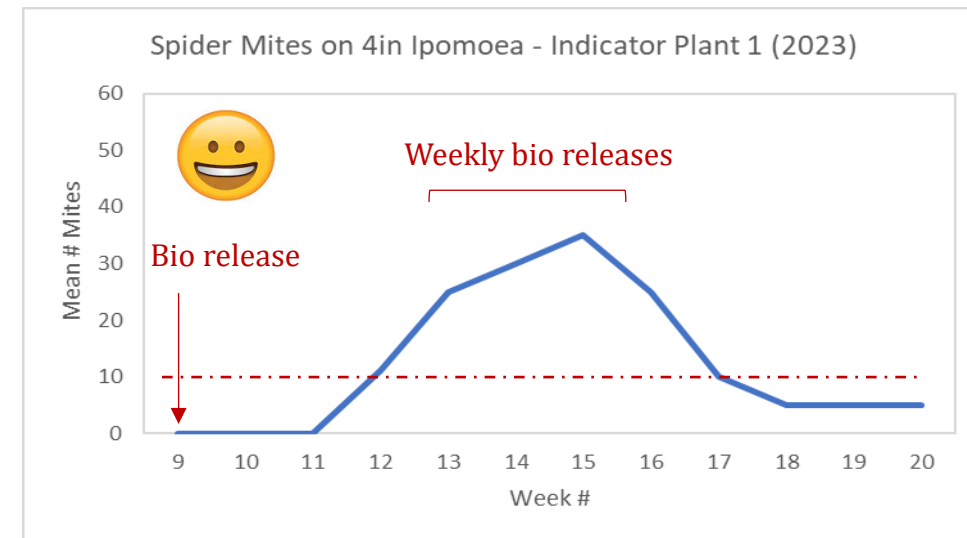
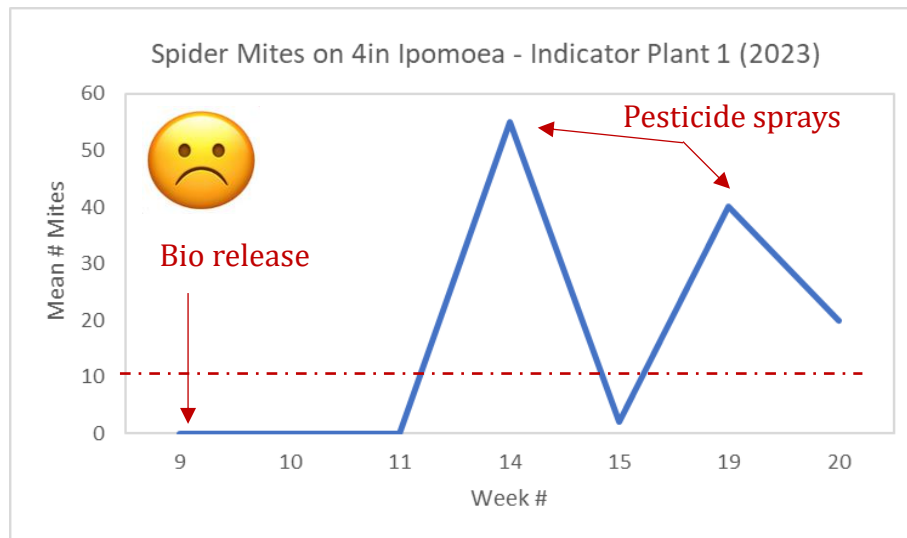


Interpreting Data

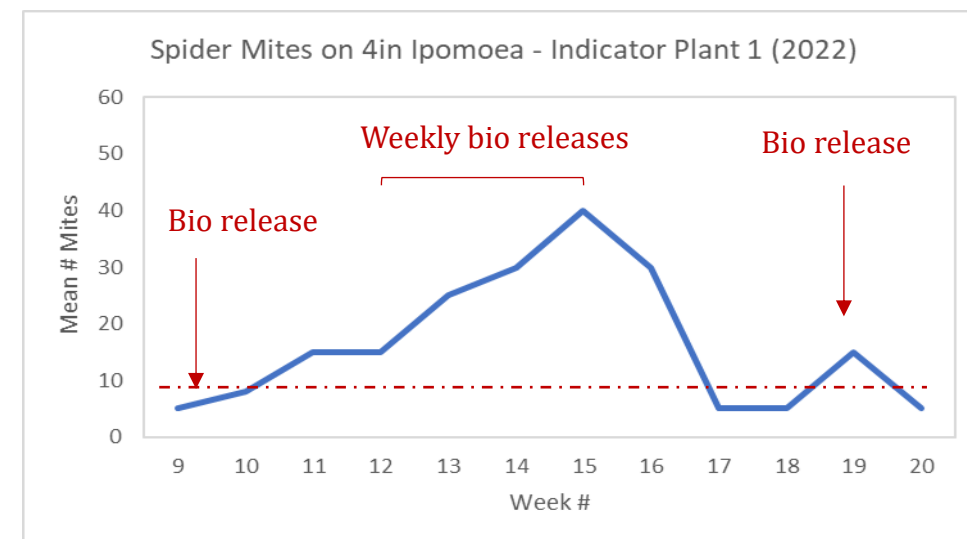
Week # vs Actual Date?

M A R						
S	M	T	W	T	F	S
9				1	2	3
10	5	6	7	8	9	10
11	12	13	14	15	16	17
12	19	20	21	22	23	24
13	26	27	28	29	30	31
A P R						
S	M	T	W	T	F	S
13						1
14	2	3	4	5	6	7
15	9	10	11	12	13	14
16	16	17	18	19	20	21
17	23	24	25	26	27	28
M A Y						
S	M	T	W	T	F	S
18		1	2	3	4	5
19	7	8	9	10	11	12
20	14	15	16	17	18	19
21	21	22	23	24	25	26
22	28	29	30	31		

<https://www.jollyfarmer.com/wp-content/catalogs/pcgrower/calendar.pdf>



----- = action threshold



Compare with the past....

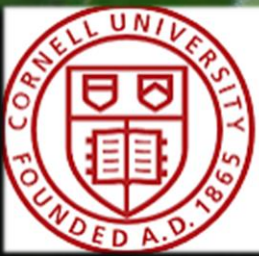
WWYD??

You find chrysanthemum white rust (CWR), a fungus *Puccinia horiana*, while scouting. It is a regulated (quarantine) pest.

https://www.aphis.usda.gov/aphis/ourfocus/planthealth/plant-pest-and-disease-programs/pests-and-diseases/plant-disease/sa_cwr/ct_chrysanthemum_white_rust



Thank You!



Cornell University



© March 2025; Univ. of Vermont Entomology Research Laboratory.

This work is supported by the National Institute of Food & Agric., U.S. Dept. of Agric., through the Northeast Sustainable Agric. Research & Education program under subaward number ONE22-419), UVM Extension and College of Agriculture and Life Sciences.

Any opinions, findings, conclusions, recommendations, use of tradenames and corporations expressed herein are those of the authors and do not necessarily reflect the view of or an endorsement by the sponsors or institutions. Images are subject to copyright and are used herein with permissions. For educational purposes only. Not for reproduction without permission from the author(s).

