

# The Role of Cooperative Extension in Education and Management of Invasive Species

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CEDH and County Agent 1 Professor  
NJAES, Rutgers University

# Cooperative Extension Network

- 2,900 Extension Offices Nationwide- Federal, State and County partnership
- eXtension is Internet portal – 24 /7 access to information
- 94,865 Extension Trained Master Gardeners Nationwide – 5 million hours –over 100 million in service
- 2,200 active MG's in NJ, 5,500 trained,

# It's not your grandfather's Cooperative Extension

- Rapid response to key issues in agriculture, horticulture and environmental resources and management
- Internet – News alerts, newsgroups, group text messaging, website updates, podcasts
- Television, Radio, Newspapers

# What have we done regarding invasive education in NJ ?

- Community meetings discussing ALB
- Newspaper articles
- Television and Radio PSA's
- Master Gardener Telephone Helplines
- Dedicated web sites with reporting and tracking
- First Detector Training of Master Gardeners
- ALB and SOD Educational DVD and CD ROM's

Unique Network of Local and Regional Partners helping to direct traffic during a crisis.

# Partners

- USDA Forest Service, Northeastern Area, Forest Health Protection, State and Private Forestry
- NJ Department of Agriculture
- State and County Leaders
- NJ Farm Bureau and County Boards of Agriculture
- NJ Landscapers Association
- Environmental Organizations

**WANTED:  
Asian Longhorned Beetle**  
*The threat to North American hardwood forests and trees*



**UNA**  
**RUTGERS**

**Sudden Oak Death**  
*(Phytophthora ramorum)*  
A devastating disease of hardwood forests and nurseries



**UNA**  
**RUTGERS**

**Wanted:  
Asian Longhorned Beetle**



**DVD**  
Running time: 34 minutes

**Contact:**  
jantgin@fh.fed.us  
USDA Forest Service  
Northwestern Area  
Forest Health Protection  
State and Private Forestry

**Wanted:  
Asian Longhorned Beetle**



**CD ROM**  
Resources:

1. Powerpoint presentations
2. Images
3. Video Clips
4. Educational Materials



# Research and Demonstration



# Provide Educational Training

- ID Presence of invasive
- Report to appropriate agencies



# Positive Action is Key

- Behavioral change
- Impact of programs and revision on the fly
- Reach multiple age groups through a variety of programs

# Extension Empowers Diverse Groups of People to Keep Watch for Invasive Pests





# Demonstrations and Programs on Wise Open Space Management to Reduce Invasive Plants and Insects





# http://www.extension.org/

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Here are some of our featured articles and activities.

 **Cooperative Extension Resources for Influenza A H1N1 (Swine Flu)**  
Trusted and reliable swine flu information  
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**Resource Areas**

- Alerts**
  - Financial Crisis
- Community**
  - Diversity Across Higher Education
  - Entrepreneurs & Their Communities
  - Gardens, Lawns & Landscapes
  - Geospatial Technology
  - Imported Fire Ants
- Disaster Issues**
  - Agrosecurity and Floods

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[www.ifplantscouldtalk.rutgers.edu/](http://www.ifplantscouldtalk.rutgers.edu/)

**RUTGERS** New Jersey Agricultural Experiment Station

# If Plants Could Talk

A Gardening Television Series

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- Virtual Tour
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- Plant Talk
- NJ List of "Pick Your Own" Farms
- NJ Flower Gardens and Arboretums
- Educational Videos
- Fact Sheets, Articles and Gardening Tips
- Plant Material
- Recipes
- Cooperative Extension Offices
- Media

### This Month's To Do List

done

**Lawns**

- Maintain mower height around 3-3 1/2 inches for most cool-season grasses
- If you are irrigating turfgrass through the summer, apply 1 - 1 1/2 inches/week - this includes rainfall
- Avoid weed control in the heat of the summer

If Plants Could Talk features gardening tips from local university experts, successful farmers, master gardeners, and many other plant experts. Topics include new and interesting plant varieties, safe and effective pest control, step-by-step cultural tips for landscape and garden, and visits to local farms, arboretums, and backyard gardens.

NJN broadcasts over Channels 23 (Camden), 50 (Montclair), 52 (Trenton), 58 (New Brunswick) and all New Jersey cable systems. If you're not sure what channel your local cable company or satellite distributor designated for NJN then click here.

### This Month's Features

- Plant Talk**  
Bill Hubik's weekly article for 5/22/2008
- Apple Insects and Diseases**  
Bill Tietjen describes some common apple diseases and insect problems.
- List of NJ "Pick Your Own" Farms**  
Find a "pick your own" farm for some Jersey Fresh pumpkins and apples!
- Classic Herb Vinaigrette**  
Great recipe for herb homemade herb vinaigrette.
- New Jersey Botanical Garden**  
Enjoy a visit to Skylands.

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# njaes.rutgers.edu/alb/

Lawn & Garden: The Asian Longhorned Beetle - Windows Internet Explorer

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Lawn & Garden: The Asian Longhorned Beetle

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## The Asian Longhorned Beetle

Since 2002, the Asian Longhorned Beetle has been confirmed in three New Jersey counties. It was first discovered in Hudson County (Jersey City) in 2002 and was recently confirmed to be present in Middlesex County (Carteret and Woodbridge) and Union County (Rahway).

To prevent this insect from further damaging our urban trees and hardwood forest or spreading to neighboring states, we must first determine where the Asian Longhorned Beetle is currently located in New Jersey. With the help of sightings from homeowners, USDA, The New Jersey Department of Agriculture, and Rutgers University will be able to monitor its movement and control this invasive pest.

If you believe you have the Asian Longhorned Beetle, please see the [How to Identify the Asian Longhorned Beetle](#) link and then fill out the secure electronic form which will be sent to researchers currently working on monitoring this pest, or call **1-866-Beetle-1**. If you are able to capture a specimen, please do so in any type of container.



Adult Asian Longhorned Beetle

- About the ALB
- Multimedia
- How to Identify
- Similar Species
- Report a Sighting
- Links

County Offices

Need more information about The Asian Longhorned Beetle? Contact your Cooperative Extension county

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# The Power of Video for Education











**R**

Teach  
Learn

**R**