

Research Impact statements/success stories

APPLICATIONS OF NEW PEST STRATEGIES IN CRANBERRIES

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Cranberries, a native North American crop, are farmed in environmentally sensitive areas in coastal Oregon and Washington. They are subjected to the depredations of numerous weed, insect and disease pests. These pests are problematic because they lack effective environmentally benign selective pesticides. The industry's top research priorities are focused on these pests. Weeds alone account for up to 25% reduction in cranberry yields in the PNW. Research recently co-funded by the USDA Northwest Center for Small Fruit has led to registration of many new chemistries with reduced-risk classification (Confirm, Success, Intrepid, Admire, Abound, Callisto).

The impact of these new chemistries in terms of increased yield, improved quality, and reduction in labor has been worth up to a million dollars to PNW cranberry growers. One new reduced-risk herbicide, Callisto, which received emergency registration in 2004 and 2005 in Oregon and Washington, resulted in a reduction in over 100,000 pounds of traditional herbicide usage, statewide increases in yield by 10-20%, and an increase in cash farm value to the PNW of more than \$1,000,000.