Results of *Branching Out* Evaluation for 2006 (As of 2/7/07)

100 subscribers were randomly chosen to receive evaluation forms in late November. By February 7, 2007 sixty two had responded. Their responses are summarized below.

**Is the benefit of *Branching Out* to you and/or your operation**

<table>
<thead>
<tr>
<th>GREATER THAN THE COST</th>
<th>EQUAL TO THE COST</th>
<th>LESS THAN THE COST</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>33</td>
<td>25</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

**What portion of each issue of *Branching Out* do you read?**

<table>
<thead>
<tr>
<th>ALL</th>
<th>MORE THAN HALF</th>
<th>HALF</th>
<th>LESS THAN HALF</th>
<th>QUICKLY SCAN EACH ISSUE</th>
<th>NONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>17</td>
<td>4</td>
<td>3</td>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>

**Branching Out is**

<table>
<thead>
<tr>
<th>TOO LONG</th>
<th>THE RIGHT LENGTH</th>
<th>TOO SHORT</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>53</td>
<td>7</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

**Has *Branching Out* provided you with information not readily available elsewhere?**

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

**Do you keep the newsletter for future references?**

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>57</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**To what extent, if any, has reading *Branching Out* led you to change any of your pest management practices?**

<table>
<thead>
<tr>
<th>A GREAT DEAL</th>
<th>A LOT</th>
<th>SOME</th>
<th>NOT AT ALL</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>15</td>
<td>36</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

- Easier ID and treatment
- Makes IPM easier
- Makes me more aware of new practices and pests
- This is mainly used as an educational tool for horticulture students
- Used to track forest pests
- We are more in tune to problems
- Timing of applications is more precise
- We look at more options
- Timing of treatments
- Dissemination of information to other arborists & technicians when they are scouting
- Timely when insects are active
- We start looking for pests based on observations in other parts of the state
- Not at all-consultant only
- Timing is everything
- I haven’t “changed my practices’, but I’m aware of proper timing of applications/GDD
- Correct spraying times & what to use
- I always try to use alternatives to pesticides but have trouble keeping up with all of them-*Branching Out* helps!
- More aware of what is happening & timeliness of treatments if applied
- Timing of treatments, insect/disease vulnerability to treatments
- I have always used IPM to some extent
- I look a lot more and at the right time
• Timing of pest control & diseases
• To better target pests on time
• Diagnosis; awareness

**Do you receive other pest management newsletters?**

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>45</td>
<td></td>
</tr>
</tbody>
</table>

If yes, how do we compare?

<table>
<thead>
<tr>
<th>BETTER</th>
<th>ABOUT THE SAME</th>
<th>NOT AS GOOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>9</td>
<td>2</td>
</tr>
</tbody>
</table>

**Do you think you will continue subscribing to Branching Out?**

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>NO RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

If not, why not? *Golf course person-thought it was an addition to ShortCutts*

**What do you like best about Branching Out?**

• Right timing
• Timeliness-Degree Days
• Its diversity
• Keeps my mind fresh
• Timeliness
• Photo sections!
• Local observations of pests, diseases
• It’s a great reminder to go out and look for certain pests & diseases
• Depth of information
• Very specific to our region
• Current problems
• Timely, good quality information
• Local information on climate effects
• Timeliness of information, scouting reports & recommendations
• Did like showing pictures
• Pest information
• Current updates to problems
• Articles on up to date problems
• To the point
• Timeliness
• Reminder of upcoming problems & in depth pest information
• The timeliness and the photos
• Timely and accurate information
• Format and focus on key pest (Feature section) and GDD
• Timing of problems
• Area/region break down of problems, also new weed section
• Christmas tree pest management
• It alerts you to look for pests at the correct time
• Easy to read
• It confirms & clarifies what we are witnessing out in the field
• Information not found elsewhere
• Timeliness-scope
• Scouting report
• Insect ID
• Timing of insect & disease monitoring
• “Things to look for” Section
• All the information
• GDD, Photo inserts, new interesting finds from Dan Gilrein
• Local information on climate effects
• Help me anticipate problems & how to spot them
• Fairly up to date information
• Insect, pest, weather GDD information
• Lets me know when and what to look for
• Concise pertinent information
• Things to watch out for
• Degree day information
• Insect information
• The format-nicely laid out, information is clear and concise
• Timely information
• Scouting report and feature article
• Pictures

What do you like least about Branching Out?
• References
• More new topics needed
• The recommendations for toxic pesticides
• Would like to see progressive up to date info on biorational pesticides
• Not enough control options offered
• Nothing—it’s very good
• More regional updates
• Some of descriptions are hard to make a mental picture
• The lack of recommendations
• Nothing negative comes to mind
• Cannot think of anything
• All your reports from Long Island
• Nothing
• N/A
• Could use more historical perspective
• None (twice)
• Hard to find time to sit and read the whole article
• Repetition of “what to look for” and other pest alerts. I realize it’s necessary, but after 5 years or so it seem like I should just get 1 summary, one time, then just get new stuff each week.
• Nothing –It’s very good
• Sometimes too much to read in too little time
• Having to pay for it
• I like the whole thing
• Being involved primarily with herbaceous material, I’d appreciate material about that
• Treatment recommendations too vague
• If it came earlier
Every issue of *Branching Out* is posted to our web site as a PDF and as a regular web page (with added color photos and links to other web sites). How often do you view the issues of *Branching Out* on our website?

<table>
<thead>
<tr>
<th>ALMOST EVERY ISSUE</th>
<th>ABOUT HALF THE ISSUES</th>
<th>ONLY ONE OR TWO ISSUES</th>
<th>NOT AT ALL</th>
<th>NR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>6</td>
<td>14</td>
<td>39</td>
<td>1</td>
</tr>
</tbody>
</table>

We added a new section to *Branching Out* this year called “Weed of the Month”. Did you find this…

<table>
<thead>
<tr>
<th>VERY USEFUL</th>
<th>SOMEWHAT USEFUL</th>
<th>NOT USEFUL AT ALL</th>
<th>NR</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>35</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

In what way, if any, has *Branching Out* changed the way you manage pests? (Check all that apply)

<table>
<thead>
<tr>
<th>Improved scouting</th>
<th>43</th>
<th>Improved timing of pesticide applications when they are necessary</th>
<th>41</th>
</tr>
</thead>
<tbody>
<tr>
<td>More knowledge about when to look for pests</td>
<td>54</td>
<td>Less frequent application of pesticides</td>
<td>21</td>
</tr>
<tr>
<td>More knowledge about what to look for</td>
<td>44</td>
<td>Better awareness of alternative pest management strategies</td>
<td>27</td>
</tr>
<tr>
<td>Improved identification of problems</td>
<td>33</td>
<td>More use of alternative strategies</td>
<td>18</td>
</tr>
<tr>
<td>More aware of noninfectious problems masquerading as insect or disease problems</td>
<td>20</td>
<td>Other? Please explain:</td>
<td>0</td>
</tr>
<tr>
<td>Better able to anticipate problems</td>
<td>38</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Below is a list of topics that we’ve covered in Feature Articles in the past. Check any that you’d like us to revisit as a Feature Article again.

<table>
<thead>
<tr>
<th>Beech bark disease</th>
<th>14</th>
<th>Pine needle diseases</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black vine weevil</td>
<td>13</td>
<td>Plum pox virus</td>
<td>4</td>
</tr>
<tr>
<td>Butternut canker</td>
<td>8</td>
<td>Shoot moths of pines</td>
<td>9</td>
</tr>
<tr>
<td>Cankers: general</td>
<td>16</td>
<td>Review of beneficial insects</td>
<td>30</td>
</tr>
<tr>
<td>Emerald ash borer</td>
<td>11</td>
<td>Root diseases of conifers</td>
<td>23</td>
</tr>
<tr>
<td>Environmental or abiotic stress</td>
<td>30</td>
<td>Verticillium wilt</td>
<td>19</td>
</tr>
<tr>
<td>Insect and disease problems on pine shoots</td>
<td>20</td>
<td>Wood decay fungi</td>
<td>15</td>
</tr>
<tr>
<td>Juniper rusts</td>
<td>10</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Pales weevil</td>
<td>5</td>
<td>No response</td>
<td>4</td>
</tr>
</tbody>
</table>

**Others (written in):**
- Leafminers
- Scale
- All-keep us updated
- Spruce foliar diseases
- Hemlock scale
- Hemlock woolly adelgid
- Soft shell scales
- Fruit/orchard maintenance
For next year, what changes do you think we could make to improve the quality or value of *Branching Out* to your pest management activities?

- None (2 times)
- You could recommend more IPM methods
- I’d like to see articles on pest & diseases of herbaceous plants
- It’s a great value just as it is
- Nothing-keep up the great job you’re doing
- No changes
- More color photos, more regional updates
- Maybe more photos of diseases
- More emphasis on cultural controls
- You do a great job and I find your issues wonderful as a supplementary source of info.
- Break down of how a pesticide works to complete its job. An understanding of the products applied should help us to know how to use them better
- Try to tie in the results of weather on pest populations from the basis of weather and not insects
- Ecological impact of pesticides on birds and other wildlife
- Maybe developing a spreadsheet summarizing insects & diseases observed
- List a pesticide/fungicide for all controls
- Be more explicit about what treatment is (ex. You say “treat at such & such a time” but you don’t always say exactly how.
- It’s a great value just as it is
- More color photos
- Moisture & temperature trends over last 10 years in New York & New England
- Focus more on common pest problems
- More information on conifer problems as these cause most problems for general public and non-experts, i.e. “me”
- More information on Christmas trees
- Expand Things to Look For section
- Exact chemicals to be used
- Keep up the good work

What Pest Management Topics would you like discussed in detail in next year’s newsletter?

- You cover a good representative sample now
- Non toxic options
- Less applications of synthetic pesticides, use of alternatives
- Beneficial insects-ID. Also signs that beneficials are working or present
- Maybe more lawn pest problems covered
- Latest information on exotic/imported pests and diseases
- Proper mixing of materials, new materials for pest control
- Product updates
- Monitoring tools (traps, etc.)
- Rusts and scales in evergreens, fungal problems
- Fruit tree management programs
- Discuss organic alternatives when there is a choice to manage a pest problem
- Organics and compost tea
- Topics regarding Christmas trees
- Apple (fruit trees) management
- Leaf spot on Mt. Laurel
- Pests that are confused- ex. Some aphids look a lot like mealy bugs (I think)
- Latest information on exotic/imported pests and diseases
- Alternative pest management
- Managing environmental stress
- Weed control, possible turf disease control
- Acid rain; detailed chemistry of rain water in New York and New England
- Lichens effect (negative) on shrubs and trees
- Weed management-new products (herbicides) or improved strategies
- Mite control-resistance to materials-it’s my main problem
- The effectiveness of some natural management strategies-compost teas, etc.
- Holly, birch and arborvitae leafminer control
- Aphids, mites
- Root disease and needle disease on conifers, rhizosphaera on spruces

Other comments you would like to share and questions you would like us to address:

- Good job!
- Keep it up. Very happy.
- Keep up the good work! Thanks
- Please address: Is there a buildup of spidermite in trees-particularly elms with the use of imidacloprid for preventative treatment of ALB?
- Any research which reviews the efficacy/toxicity of lower risk pesticides would be terrific!
- Plus review microinjection chemicals and products, hydrogen peroxide use, etc.
- I like the year end summary of precipitation and temperature for season versus averages
- Great job! (2 times)
- Great newsletter- keep up the good work
- Keep up the excellent publication and keep us aware of diseases affecting conifers
- Continue your quality-good work!
- Don’t stop
- Pesticides vs. birds & wildlife vs. climate change
- I Enjoy Branching Out. Has been very timely on some subjects. Helped me learn about certain problems we face.
- Are there any comparable publications regarding greenhouse pest management?
- Thank you! For the excellent work you do.
- Please outline the dangers of ‘organic’ pesticides in additions to the benefits
- Could you start a perennial/annual publication? don’t actually do tree maintenance, just actual gardens, but I want to know as much as I possibly can to help my customers
- Continue updates on problem pests (ex. Emerald ash borer)
- Maybe let us know about your scouting schedule and arrange for people to attend a session or know more closely where problems are-serious ones not ones like gypsy moth