

CSC Research Update

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Strategic Plan

- Grower Needs, with Consumer in Mind



Grower Needs

- **1. Determine Grower Needs**
- **2. Characterize Public Perception and Consumer Behavior**
- **3. Launch Reputation Building Plan**



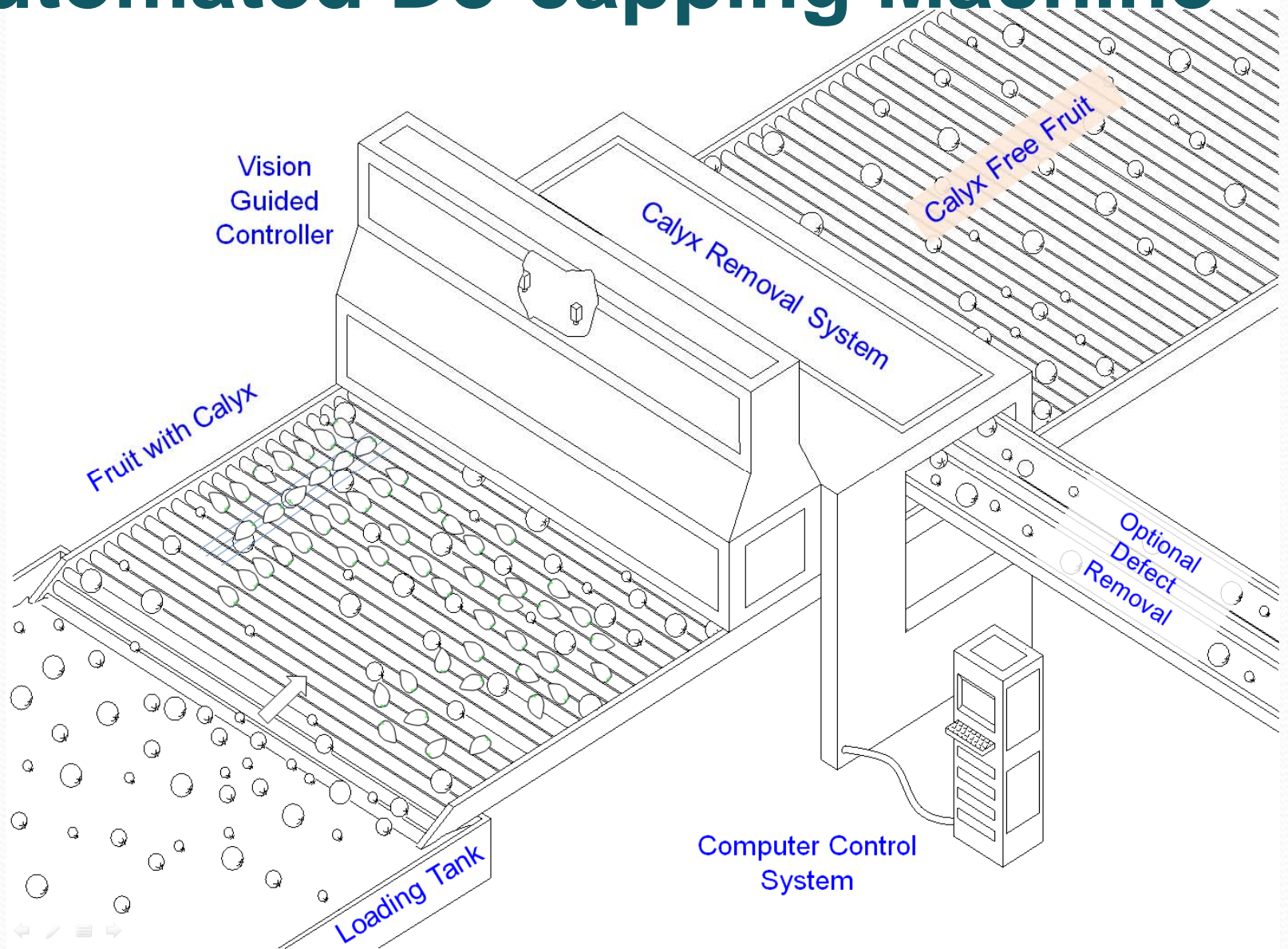
Innovate

- **Identify Game Changers**
- **Initiate Innovation in Production and Communication**
- **Education & Training Programs**

Robotic Harvesting Machine - Spain



Automated De-capping Machine

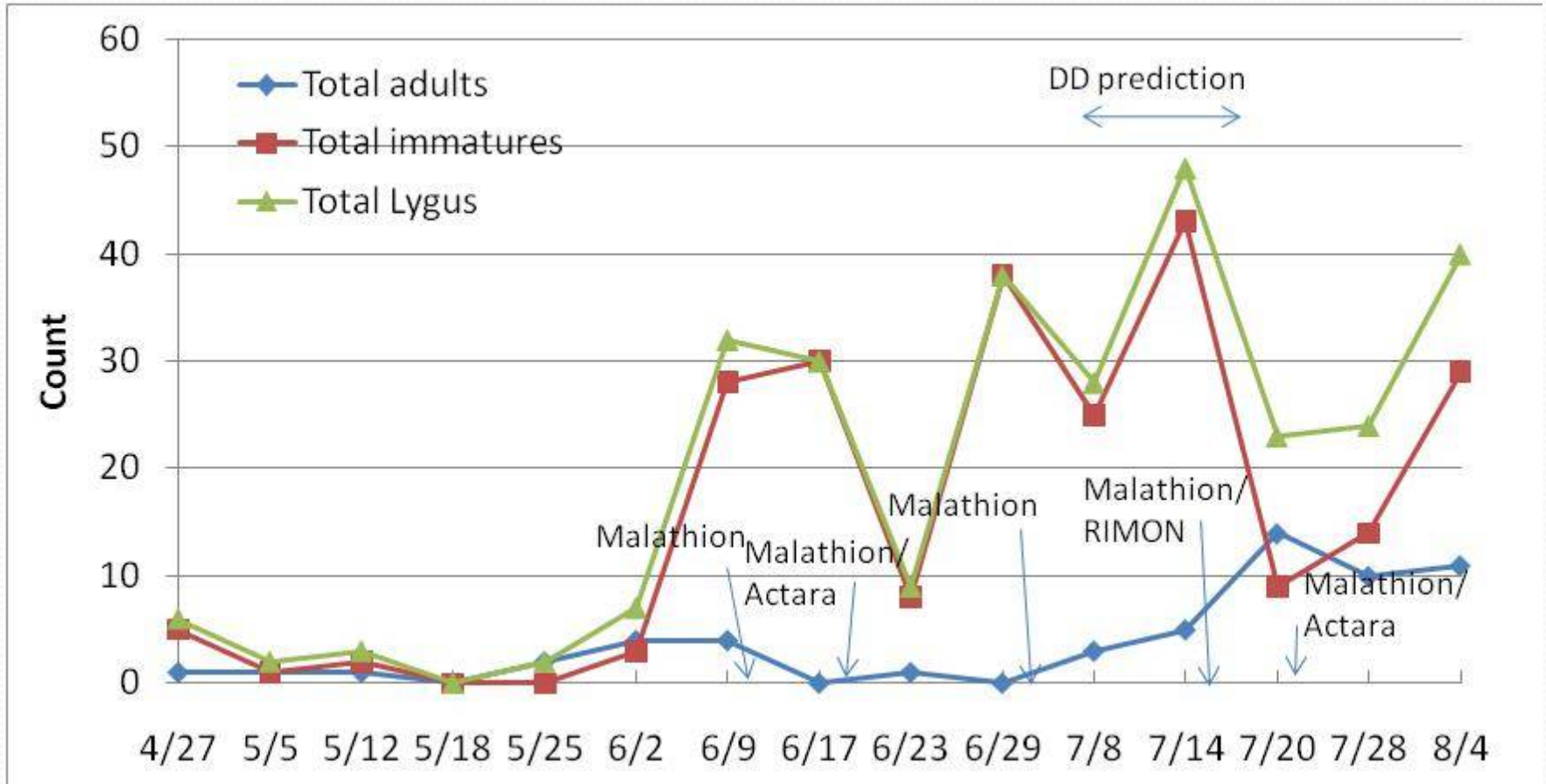


2011 Lygus Management Project

- Evaluated using the degree day model to time Rimon applications
- Also evaluated pesticide resistance of Lygus populations in grower fields



Degree Day model did not work



- Predictions were 30 to 75 days late (avg. 42 days)

Grower Practice & Responses

- Growers allocated management to PCAs (>60%)
- Degree day model wasn't used; majority used visual scouting
- >Most growers interested in using resistance testing (few PCAs interested)

2012 CSC Lygus Project

- We will train on-farm employees to monitor Lygus
- Test lygus for pesticide resistance
- Provide spray and management recommendations
- Conduct spray trials for new chemistries in Watsonville/Salinas
- Work with Grower Communications team to develop and implement industry-wide training and education program for Lygus management