SITUATION: IPM is an ecosystem level set of practices that address productivity (including profitability), environmental concerns and food

safety. Air, water & land quality issues have become major drivers in agriculture and IPM adoption can play a substantial role.

The addition of new acres of almonds and new growers and pest control advisers, makes accessible, relevant training

important in increasing IPM adoption.

1. increase the use and range of IPM practices

PRIORITIES: 2. increase the level of knowledge about available IPM resources

3. Increase the number of contracts linking resource issues and IPM

Logic Program Model: Develop, deliver and evaluate a comprehensive on-line IPM training for almonds Inputs - What we Outputs - What we do and who we reach Outcomes - Impact (the "so what?" question) invest Long (Conditions) Activities Participation Short (Learning) Medium (Action) People: IPM Formation of Participants will Participants will PCAs, growers, Advisors, Farm Steering increase their increase the knowledge of Advisors, County Committee crop consultants number of IPM Increased use of Agents, practices being IPM will result in Participants will Specialists, Planning, utilized increased increase their identification of Farm Advisors. environmental understanding of IPM UC IPM County Agents, The number of key pest, modules benefits while opportunities other NRCS personnel NRCS contracts personnel: partners bring sustaining Develop module including IPM & computer and productivity & IPM plans publication structure, provide profitability expertise content CDFA SC Block Usability testing, Funding stakeholder review. UC ANR: Create 16, 30 Instructional Systems minute, self-Figure 2. Logic model for planning and evaluation of on-line training course Development paced, web-based Team **IPM Training** modules Outreach, dissemination & training

EVALUATION	
What do you want to know?	How will you know it?
1. Did you learn something?	on-line during module session
2. Is the information valuable and useful ?	on-line during module session
3. Do you intend you use it?	on-line during module session
4. Did you fulfill these intentions?	Follow-up survey, 6-9 months post meeting
<ul><li>5. How many practices have you incorporated?</li><li>6. Did the number of NRCS IPM related</li></ul>	Self Assessment Workbook follow-up survey, UC IPM pop-up survey
contracts increase?	Mine NRCS data

External Factors:

2. Environmental & consumer driven issues

3 Value of product and cost of production

1. Regulation

Assumptions:

1. IPM practices are available to use

2. Stakeholders see a need to do IPM

3. Stakeholders believe IPM will address their issues

Figure 2 (continued). Logic model for planning and evaluation of on-line training course