

Endemic and Invasive Pests and Diseases (EIPD) Spotlight Webinar Series

Sponsored by UC ANR Strategic Initiatives

Join UC ANR's Endemic and Invasive Pests and Diseases (EIPD) Strategic Initiative (SI) Leader **Jim Farrar** via Zoom for a special 2-part SI spotlight webinar series! [Click here](#) to register for one or both virtual events.

[Register Here](#)

Webinar #1 | Evaluating ANR's mission of research, extension and adoption through the lens of mating disruption in nut crops

Tuesday, October 26

11:30 AM-12:00 PM (30 minutes)



David Haviland, UCCE Farm Advisory, Kern County

Mating disruption is a novel, low-risk pest management practice whereby orchards are blanketed by synthetically-produced pheromone in a way that confuses males, prevents mating, and reduces offspring. For the past decade, academics at ANR have been conducting research and demonstration trials that have led to MD adoption for navel orangeworm on more than 40 million nut trees statewide. This SI Spotlight Webinar will highlight the efforts of ANR scientists that made this success possible.

Who should attend? ANR employees with interest in a technology transfer success story, with a focus on the steps used by ANR academics to successfully influence grower behavior.

Webinar #2 | What Makes a Weed a Weed? The Case of “Weedy” Rice in California

Tuesday, November 16

11:30 AM-12:00 PM (30 minutes)

Whitney Brim-DeForest, UCCE Rice Advisory and County Director, Sutter-Yuba Counties

Since 2016, the UCCE Rice Team has been working in collaboration with the rice industry to tackle one of the worst weeds of rice through a concerted and widespread effort, involving research, extension, policy change, and trust-building with growers and clientele.



Contacts for More Information

Logistics and Registration: [ANR Program Support Unit](#), Rachel Palmer, (530) 750-1361
Program Content: [Jim Farrar](#), Leader, EIPD Strategic Initiative

The Endemic and Invasive Pests and Diseases Strategic Initiative protects our food, natural resources and communities, each threatened by a wide variety of pests and diseases. These threats include arthropods, vertebrates, weeds, and pathogens. The risks of these pests and diseases to our health, environment and economy are critical, especially considering California's changing climate. The initiative creates, improves and enriches our abilities to prevent, control and mitigate pests and diseases. [Visit our website to learn more.](#)