

Brown Marmorated Stink Bug Communications Review June 2014



Funding



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

Specialty Crop Research Initiative
Grant #2011-01413-30937

Collaborating Institutions



Cornell University



UNIVERSITY OF
MARYLAND



Virginia Tech



“Tracking” Video DVD



TRACKING
THE **BROWN** MARMORATED
STINK BUG

■ Play All Videos
Trailer
Part 1: History and Identification
Part 2: Overwintering and Spread
Part 3: Monitoring and Mapping
Part 4: Host Plants and Damage in Orchard Crops
Part 5: Host Plants and Damage in Small Fruit
Part 6: Host Plants and Damage in Vegetables
Part 7: Host Plants and Damage in Ornamentals
Part 8: Host Plants and Damage in the Pacific Northwest
Parts 4-8: Host Plants and Damage
Part 9: Management
Part 10: Biological Control

TRACKING
THE **BROWN** MARMORATED
STINK BUG

Northeastern
IPM
Center
NortheastIPM.org

Stop
BMSB.org

Produced by James Monahan for the Northeastern IPM Center.
Co-produced by Chris Gonzales and Carrie Koplinka-Loehr.

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Funded by USDA-NIFA SCRI Coordinated
Agricultural Project grant #2011-51161-30937.

May 2014

DVD
VIDEO

We now offer DVD videos of “Tracking the Brown Marmorated Stink Bug” for classrooms and those without fast Internet.

Stink Bug Specimens for Identification

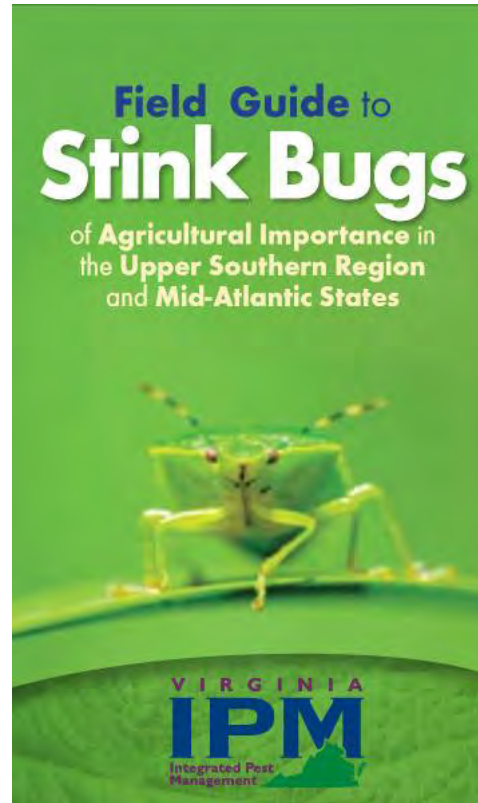


Hand sanitizer bottles with StopBMSB logo hold specimens.

Stink Bug ID Kit



Stink Bug Guide, Second Edition



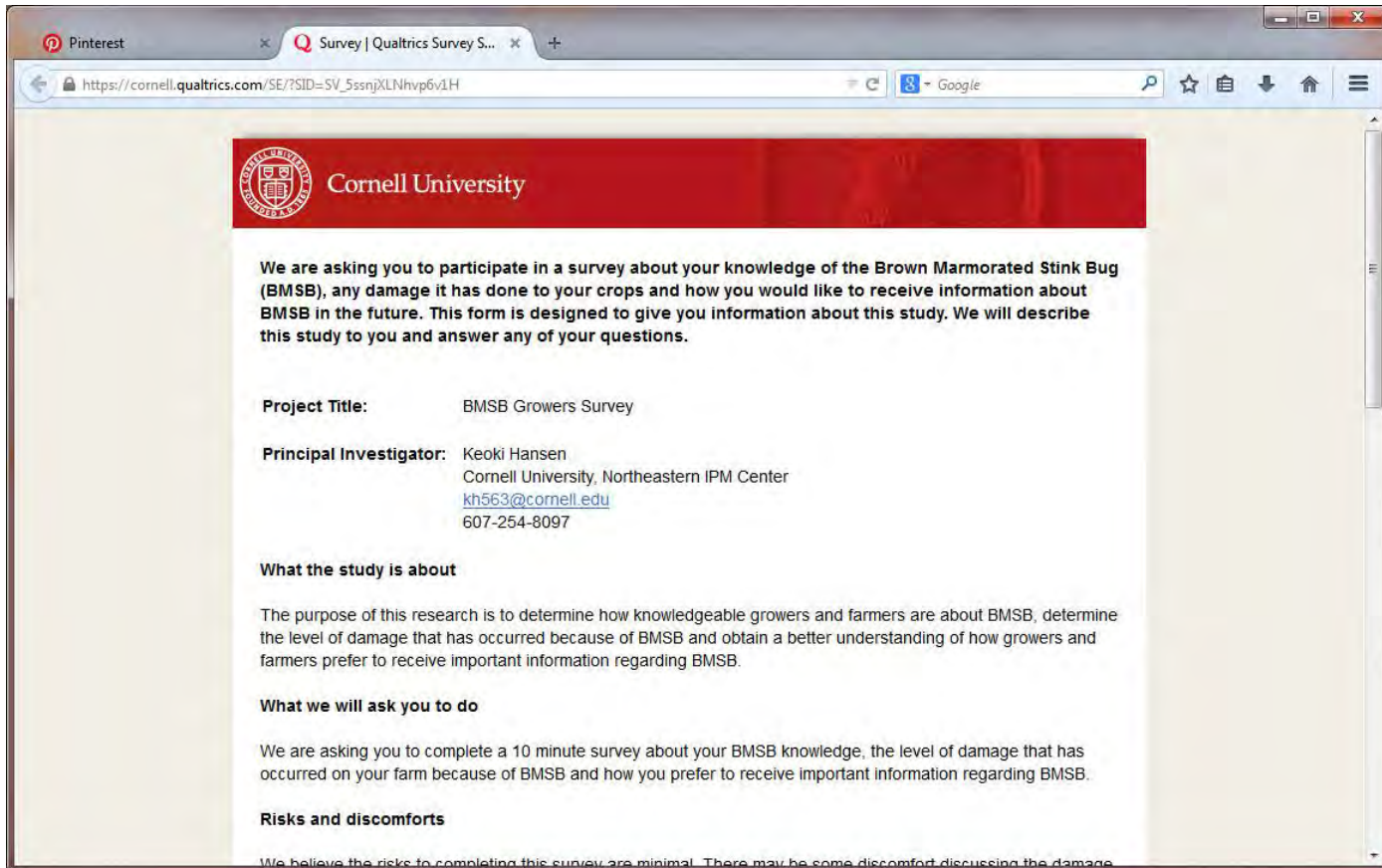
We are supporting and coordinating with several universities and Regional IPM Centers to produce a national guide to stink bugs.

Communications Target

We aim to distribute the DVD video, ID specimen, and stink bug guide to IPM coordinators in every state with for use in face-to-face trainings.



Survey

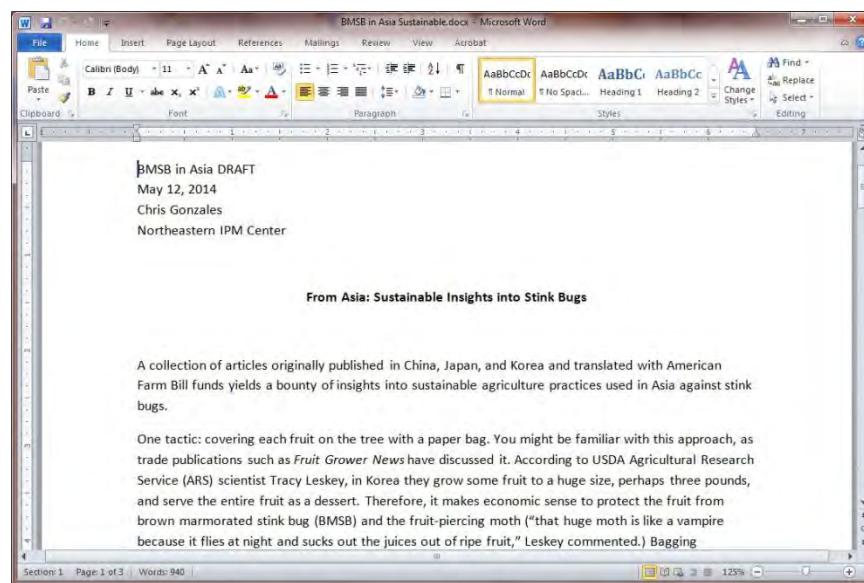


As of June, 341 people had started surveys on BMSB impact.

StopBMSB.org Web Traffic

- **Year Ending May 31, 2014**
 - Users: 43,404
 - Pageviews: 135,202
- **Since Launch (9/1/2012 – 5/31/2014)**
 - Users: 64,323
 - Pageviews: 217,621
- **Top Five**
 - Home Page
 - Look-Alike Insects
 - Managing BMSB
 - Stink Bug Basics
 - Where Is BMSB? State-by-State

Upcoming Communications



A collection of articles originally published in China, Japan, and Korea and translated with American Farm Bill funds yields a bounty of insights into sustainable agriculture practices used in Asia against stink bugs.

Chemical Controls: Sweet Corn

The image displays two overlapping screenshots. The background screenshot shows a web browser at the URL www.stopbmsb.org/managing-bmsb/chemical-controls/. The website features a logo for 'Stop BMSB' and a navigation menu with categories like 'HOME', 'ABOUT US', 'STINK BUG BASICS', 'WHERE IS BMSB?', 'MANAGING BMSB', and 'MORE RESOURCES'. The 'MANAGING BMSB' section is expanded to show 'Monitoring Tools', 'Attract and Kill', 'Natural Enemies', 'Organic BMSB Links', and 'Chemical Controls'. The main content area is titled 'Chemical Controls' and includes sections for 'The Challenge', 'Research Response', and 'Updates, Findings, and Related Resources'. A 'NEW!' banner highlights 'Chemical Control Guidelines for BMSB in the mid-Atlantic U.S. are based on research trials. Source: Brown Marmorated Stink Bug Research Response'.

The foreground screenshot shows a Microsoft Word document titled 'Microsoft Word - Chemical C...'. The document content is as follows:

Chemical Control Guidelines for Brown Marmorated Stink Bug in Sweet Corn

Recommendations for the mid-Atlantic U.S. - April 2014

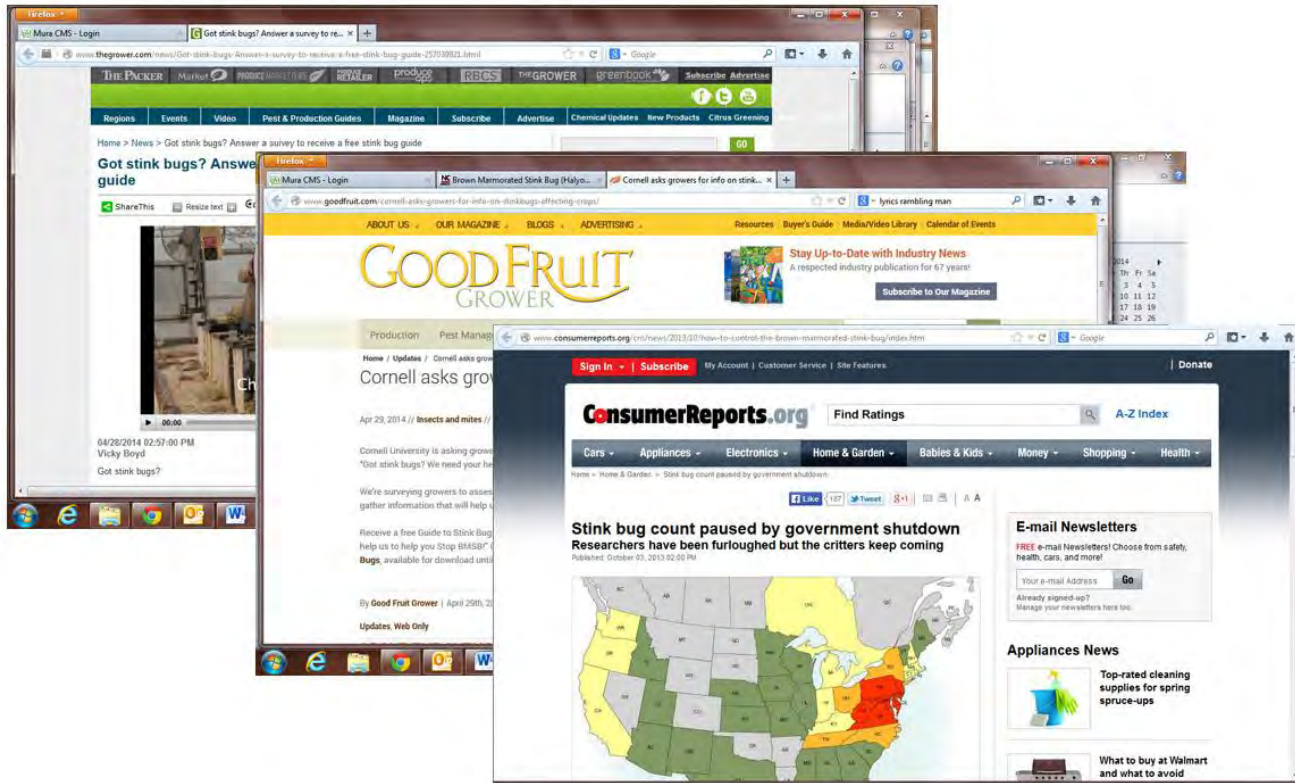
Authored by: Tom Kuhar (Virginia Tech), Joanne Whalen (University of Delaware), Galen Dively (University of Maryland), Jim Walgenbach (North Carolina State University), and Shelby Fleischer (Pennsylvania State University)

- Brown marmorated stink bug pest pressure is typically highest on the edges of fields
- Insecticide sprays should be initiated at tasseling if bugs are present and repeated as needed until harvest

The following is a list of insecticides registered for use on sweet corn that have demonstrated efficacy against brown marmorated stink bug in research trials. Before using any pesticide, make sure the product is registered for use in your state. These guidelines are not a substitute for pesticide labeling. Always read, understand, and follow the label directions before using any

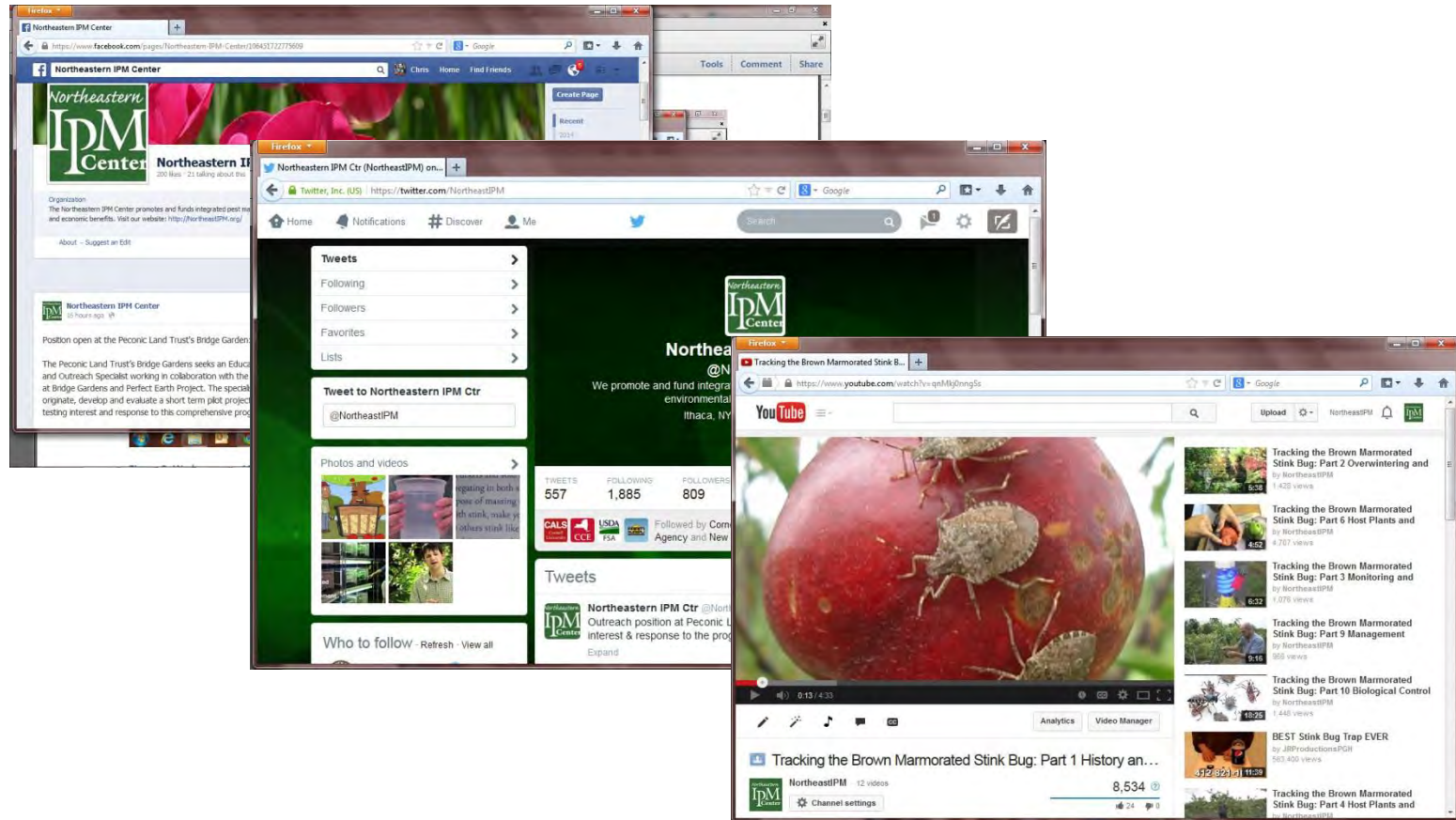
Added to the website.

BMSB Content Picked Up in Media



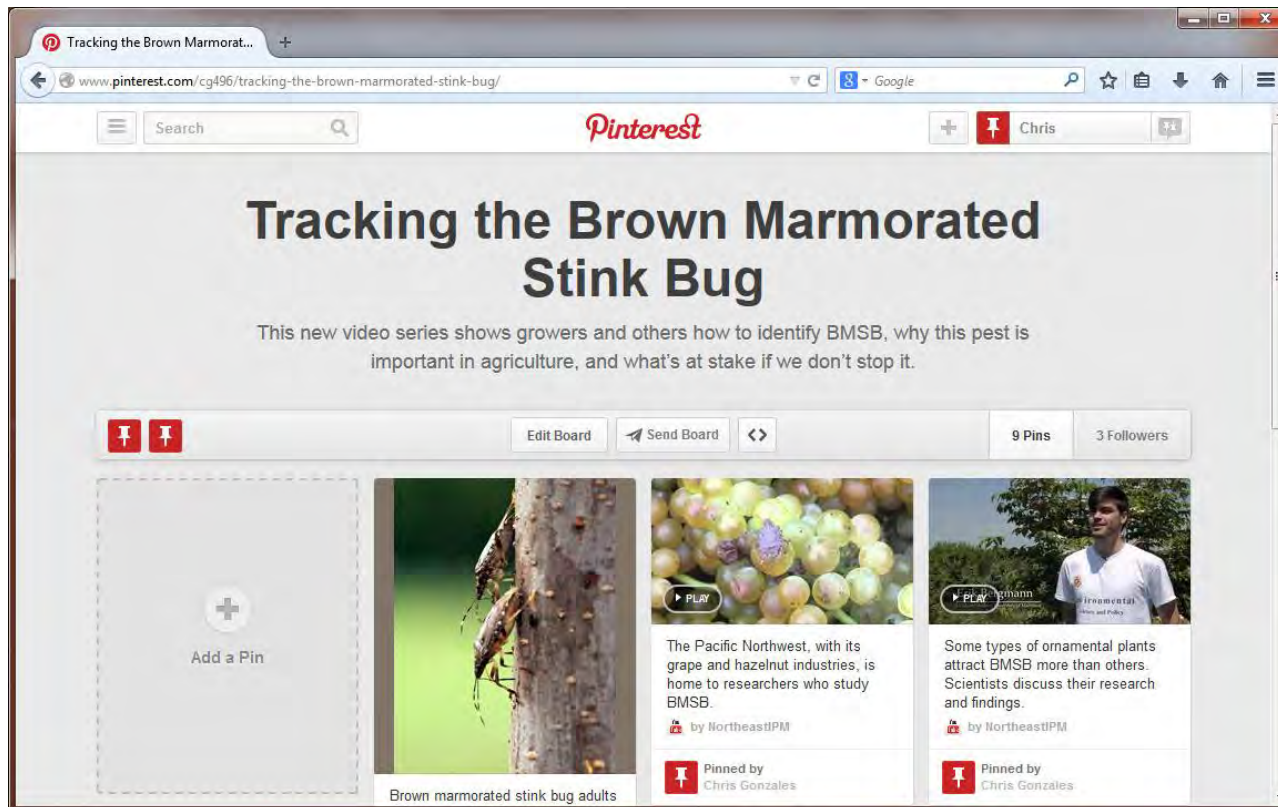
Recent examples: The Grower, Good Fruit Grower, and Consumer Reports.org

Social Media



Over 200 Facebook followers, over 800 Twitter followers, and 21,918 views for “Tracking” video series

Pinterest



Our Pinterest page is a portal to BMSB images and video. Upcoming: An infographic for Pinterest.

IPM Insights

Videos Teach Growers about Stink Bug Threat

"This bug was in every field that I own," says Nathan Millner, an orchard grower in Elkton, Maryland. "In the border areas, near the woods, we saw significant damage of 30 and 40 percent, maybe even 50. That was a scary thing to see. As much work as we could do to try to protect our crop, we were still seeing damage with fly in, because these guys could fly far."

Growers discuss these challenges in the recent video series, "Tracking the Brown Marmorated Stink Bug," available for free on YouTube.

A team of 30 scientists, in collaboration with the Northeastern IPM Center, has produced and posted to YouTube ten video clips on how to recognize, trap, and manage the brown marmorated stink bug (BMSB). The videos were produced by James Monahan, a videographer who previously worked on films for public television and university websites with the Entress Center for Digital Filmmaking. Clara Gonzalez and Carrie Hopkins-Locher of the Northeastern IPM Center served as co-producers.

The videos cover history and identification, overwintering and spread, monitoring and trapping, host plants and damage, the situation in the Pacific Northwest, and management. The average video length is 7 minutes, and the total length of all of the segments together is 66 minutes.

Scientists Publish on Stink Bug's Favorite Plants

The brown marmorated stink bug (BMSB) devours species such as rice of lemons, soybeans, English Holly, pest, apple, and corn. In all, according to the new publication *Host Plants of the Brown Marmorated Stink Bug in the U.S.*, BMSB uses 170 plants for food and reproduction.

The publication emerged from a coordinated agricultural project funded by the USDA's Specialty Crop Research Initiative (SCRI). Thomas Walker of Virginia Tech led the publication, and a group of 23 project partners and collaborators contributed. To access the document, visit <http://www.stophmb.org/hmb-hosts>.

As part of several ongoing research projects, entomologists have been observing which plants this insect typically uses for food and reproduction in its new environment. Since its initial discovery in eastern Pennsylvania in the mid-1990s, BMSB has become a troublesome insect in residential areas and farms in the mid-Atlantic U.S.

The Northeastern IPM Center designed the document to work well on the web and video produced on standard paper. Scientists gathered observations and collaborative evidence and as persons over several months to assemble the document.

As of this writing, BMSB has been detected in 40 states plus Ontario, posing severe agricultural and urban problems in six states. The insect threatens an estimated \$21 billion worth of crops in the United States alone.

TRACKING THE BROWN MARMORATED STINK BUG

Source: Dr. Stephen H. Berg, Penn State, for damage and infestation.

Other findings in the videos: Some insecticides may cause secondary pest outbreaks of mites, aphids, and scale. To protect pollinators, avoid pre-bloom insecticides with long residual activity. Peppers, tomatoes, sweet corn, okra, and beans suffer the most damage from BMSB. On peppers and tomatoes, look for whitish scarring on the surface.

You can find the videos on YouTube by searching for "brown marmorated stink bug" or by visiting <http://www.stophmb.org/videos>.

Parents are worried about risks to children from illness and pesticides. But a team of researchers is working to keep those risks to a minimum through education about IPM.

The team, led by Edwin Rajotte of the University of Pennsylvania, received funds from the Northeastern IPM Center to teach and implement IPM in early educational facilities. To reach their goal, the team built partnerships between extension educators, early education professionals, facilities managers, and pest management professionals.

Ilyn Garling, program manager for the Pennsylvania IPM Program and one of the managers of the project, said, "Training participants substantially increased their knowledge of integrated pest management and green cleaning. A high percentage also stated enthusiasm and intent to change their behavior related to pests and cleaning practices."

For more information about trainings available for child care personnel, visit the PA IPM Program website at <http://extension.psu.edu/pests/ipm>.

Two stories on stink bugs appeared in the latest *IPM Insights*. It reaches over 4,500 readers.

Spanish on StopBMSB.org



The screenshot shows a web browser window with the URL www.stopbmsb.org/more-resources/espanol/. The page features the StopBMSB logo and the tagline "Biology, ecology, and management of brown marmorated stink bug in specialty crops". A search bar is located in the top right corner. The main content area is titled "Chinche Apestoso Marrón Marmolado (Camm)" and includes a detailed description of the pest in Spanish, a photograph of the insect, and a section for "MÁS INFORMACIÓN".

HOME » MORE RESOURCES » Español

Chinche Apestoso Marrón Marmolado (Camm)

El chinche apestoso marrón marmolado, *Halyomorpha halys* (Stål), es una plaga voraz que daña frutales, hortalizas, cultivos anuales y ornamentales en Norteamérica. Fue accidentalmente introducida al Norte del continente desde Asia a finales de 1990, y a pesar de que en su lugar de origen se reconoce como plaga, el daño causado en Norteamérica has sido notablemente mayor.

La plaga además invade casas habitación, oficinas, almacenes, granjas y bosques. Posee pocos enemigos naturales y gran abundancia de comida que facilita su reproducción. Ha causado daños catastróficos en Estados Unidos de America, donde se registran pérdidas totales de cultivos como: maíz elotero, pimientos, tomates, manzanas y duraznos.

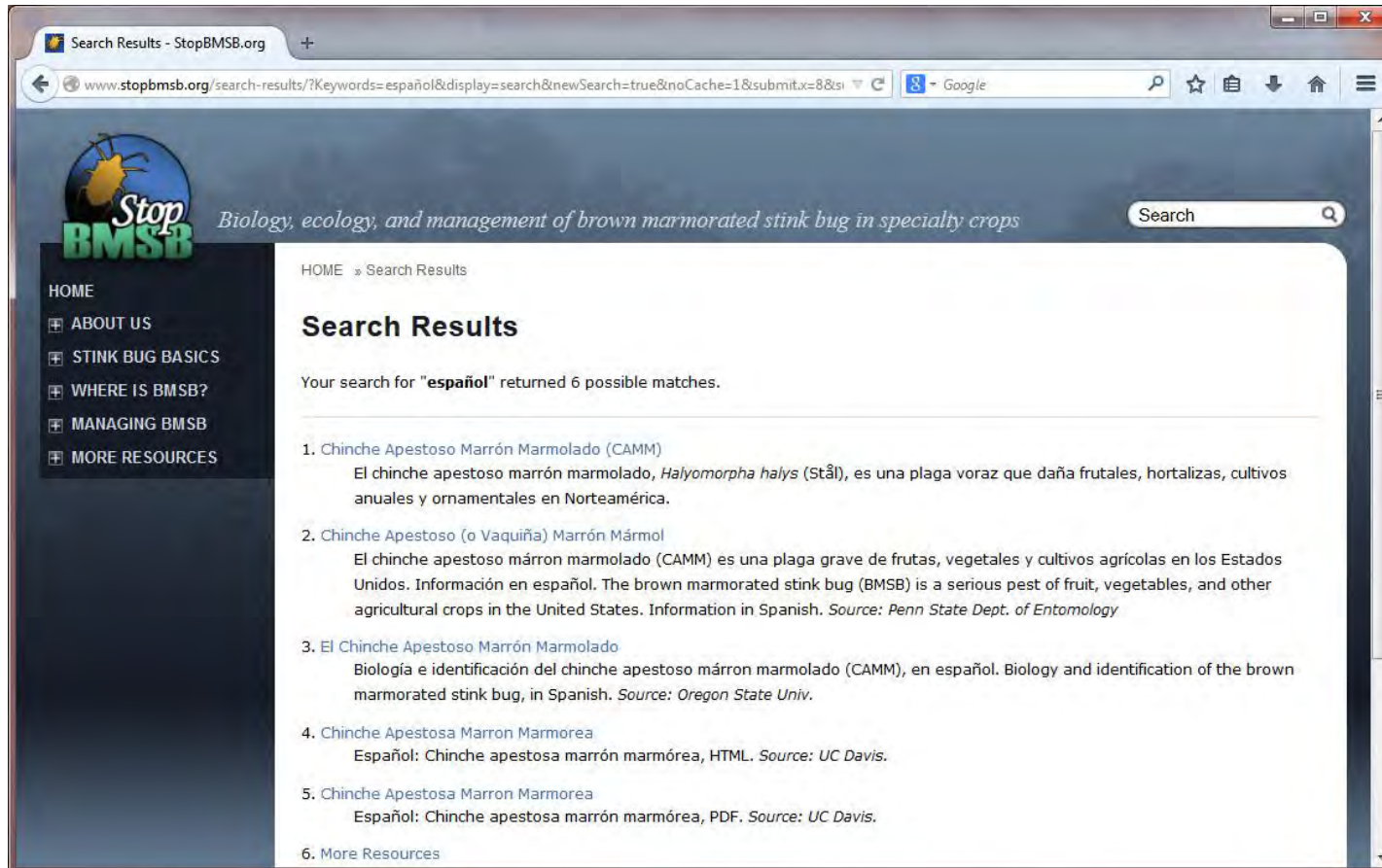
En E.U.A. se realiza un plan de acción contra la plaga, basado en el entendimiento de su desarrollo poblacional para así implementar un manejo sustentable con trampas, cebos, bioinsecticidas y control biológico.

MÁS INFORMACIÓN

El **Chinche Apestoso Marrón Marmolado** Biología e identificación del chinche apestoso marrón marmolado (Camm), en español.

We crafted an original page in Spanish on BMSB.

Spanish Search on StopBMSB.org



The screenshot shows a web browser window with the address bar displaying "www.stopbmsb.org/search-results/?Keywords=español&display=search&newSearch=true&noCache=1&submit.x=8&tsi". The page title is "Search Results - StopBMSB.org". The main content area shows the following search results:

HOME » Search Results

Search Results

Your search for "español" returned 6 possible matches.

1. [Chinche Apestoso Marrón Marmolado \(Camm\)](#)
El chinche apestoso marrón marmolado, *Halyomorpha halys* (Stål), es una plaga voraz que daña frutales, hortalizas, cultivos anuales y ornamentales en Norteamérica.
2. [Chinche Apestoso \(o Vaquiña\) Marrón Mármol](#)
El chinche apestoso marrón marmolado (Camm) es una plaga grave de frutas, vegetales y cultivos agrícolas en los Estados Unidos. Información en español. The brown marmorated stink bug (BMSB) is a serious pest of fruit, vegetables, and other agricultural crops in the United States. Information in Spanish. *Source: Penn State Dept. of Entomology*
3. [El Chinche Apestoso Marrón Marmolado](#)
Biología e identificación del chinche apestoso marrón marmolado (Camm), en español. Biology and identification of the brown marmorated stink bug, in Spanish. *Source: Oregon State Univ.*
4. [Chinche Apestosa Marron Marmorea](#)
Español: Chinche apestosa marrón marmórea, HTML. *Source: UC Davis.*
5. [Chinche Apestosa Marron Marmorea](#)
Español: Chinche apestosa marrón marmórea, PDF. *Source: UC Davis.*
6. [More Resources](#)

Search engine returns content for "Spanish," and spelling variations "español" and "espanol."

Current Distribution of BMSB in the US and Canada

