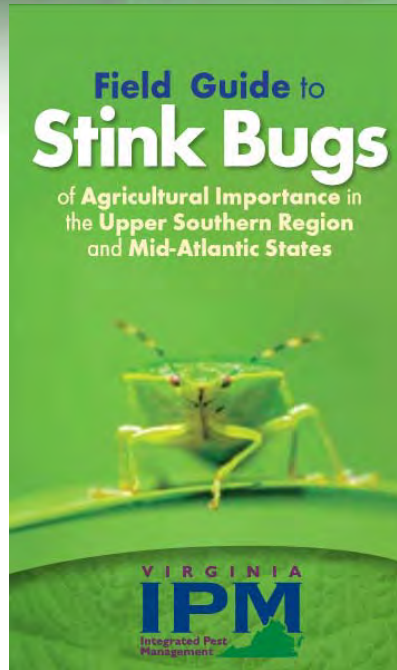




BMSB Outreach 2014

Stink Bug Guide



We are ordering 4,250 copies of the guide and will distribute them.

Updated, now national, guide.

Stink Bug ID Kit



DVD of videos, ID specimen, Stink Bug Guide, summary article, factsheet.

Cross Promo with IPM PRACTITIONER

The IPM Practitioner

Monitoring the Field of Pest Management

Volume XXXIV, Number 3/4 (Published June 2014)

Special
Pheromone Report

IPM for the Brown Marmorated Stink Bug

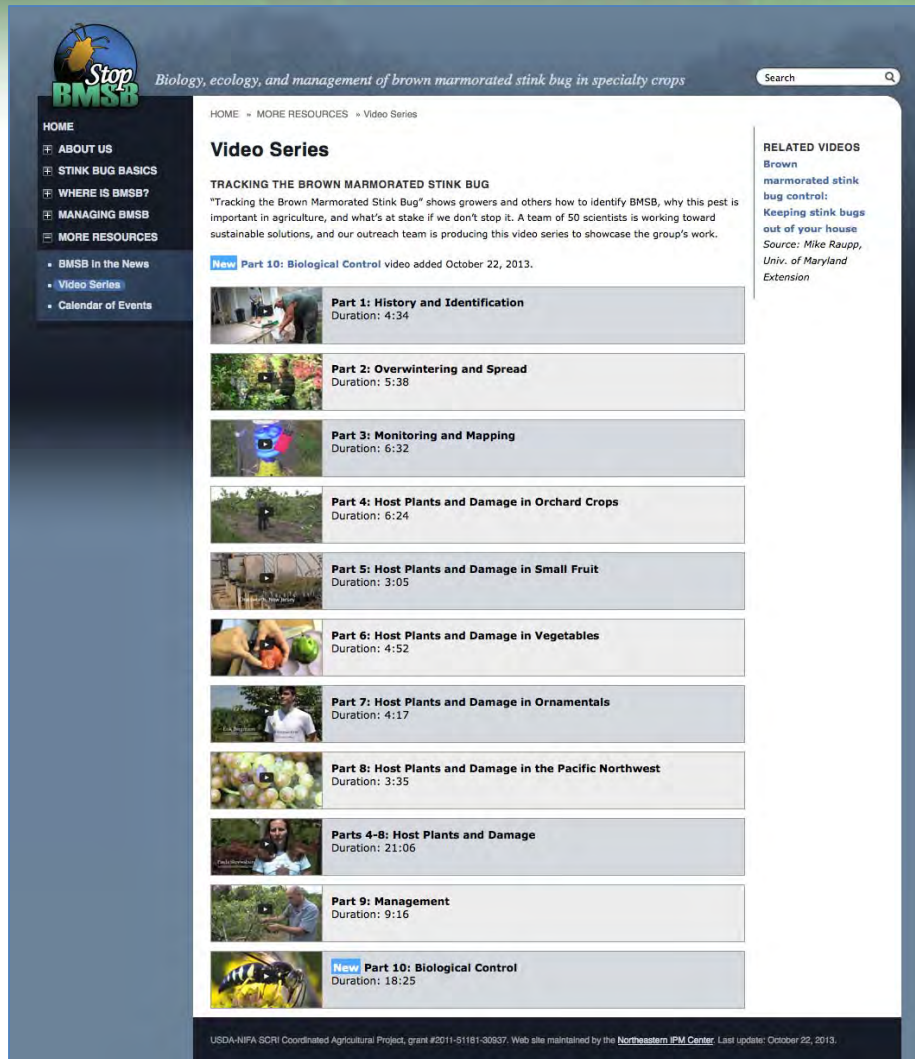
By William Quarles

The brown marmorated stink bug (BMSB), *Halyomorpha halys*, is an invasive species native to China, Japan, and Korea. It was first noticed in Pennsylvania in the late 1990s and was established in Pennsylvania by 2001. Genetic analysis shows the initial U.S. introduction likely came from Beijing, China, possibly from shipping containers. Populations are growing exponentially, and it spreads by hitchhiking on shipping



Courtesy B. Butler, Northeastern IPM Center

Tracking the Brown Marmorated Stink Bug Video Series



The screenshot shows the website for "Stop BMSB" (Biology, ecology, and management of brown marmorated stink bug in specialty crops). The page is titled "Video Series" and lists ten parts of the series. The first part, "Part 1: History and Identification" (4:34), is highlighted as new. The website footer mentions it is a USDA-NIFA SCRI Coordinated Agricultural Project, grant #2011-51181-30937, maintained by the Northeastern IPM Center, last updated October 22, 2013.

HOME

ABOUT US

STINK BUG BASICS

WHERE IS BMSB?

MANAGING BMSB

MORE RESOURCES

- BMSB in the News
- Video Series
- Calendar of Events

HOME » MORE RESOURCES » Video Series

Video Series

TRACKING THE BROWN MARMORATED STINK BUG

"Tracking the Brown Marmorated Stink Bug" shows growers and others how to identify BMSB, why this pest is important in agriculture, and what's at stake if we don't stop it. A team of 50 scientists is working toward sustainable solutions, and our outreach team is producing this video series to showcase the group's work.

New! Part 10: Biological Control video added October 22, 2013.

- Part 1: History and Identification**
Duration: 4:34
- Part 2: Overwintering and Spread**
Duration: 5:38
- Part 3: Monitoring and Mapping**
Duration: 6:32
- Part 4: Host Plants and Damage in Orchard Crops**
Duration: 6:24
- Part 5: Host Plants and Damage in Small Fruit**
Duration: 3:05
- Part 6: Host Plants and Damage in Vegetables**
Duration: 4:52
- Part 7: Host Plants and Damage in Ornamentals**
Duration: 4:17
- Part 8: Host Plants and Damage in the Pacific Northwest**
Duration: 3:35
- Parts 4-8: Host Plants and Damage**
Duration: 21:06
- Part 9: Management**
Duration: 9:16
- New!** Part 10: Biological Control
Duration: 18:25

RELATED VIDEOS

Brown marmorated stink bug control: Keeping stink bugs out of your house
Source: Mike Raupp, Univ. of Maryland Extension

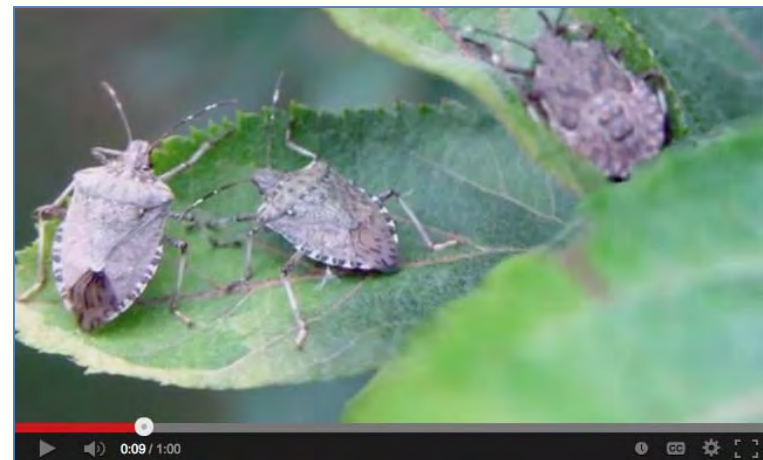
USDA-NIFA SCRI Coordinated Agricultural Project, grant #2011-51181-30937. Web site maintained by the Northeastern IPM Center. Last update: October 22, 2013.

Ten-part video series:

www.StopBMSB.org/video

15,100 views from April to
December 2013

23,861 views
through August 2014

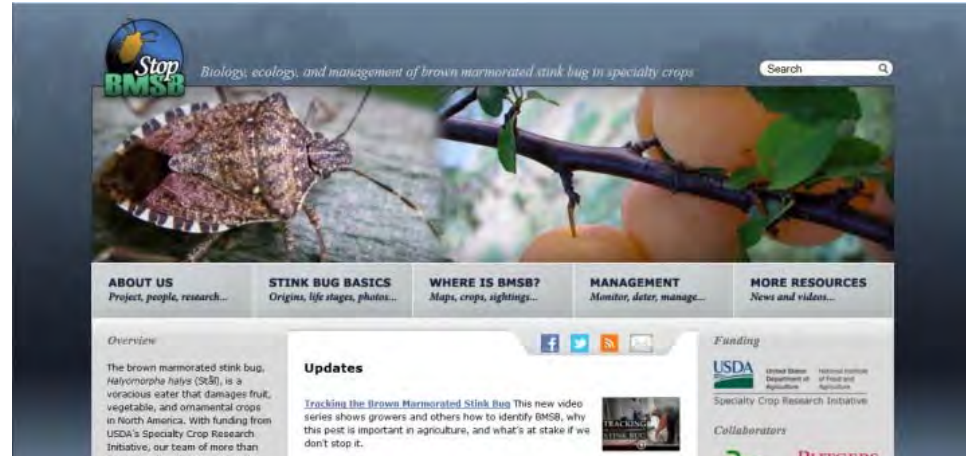


Video Promotion

- * 122 likes, up from 84
- * 22 comments, up from 4
- * 38 subscribers, up from 21

StopBMSB.org

- * We've been making lots of updates to the website.
 - * 20 links to media stories in last year
 - * 19 stories feature our experts
 - * 2 feature stories from our team
- * 50,342 unique visitors in year ending September 30, compared to 26,555 one year ago



Host Plants Publication

- * We published a list of host plants of BMSB.
 - * BMSB eats and uses for reproduction 170 species
- * View them at www.stopbmsb.org/where-is-bmsb/host-plants/
- * 4884 pageviews in year ending September 30, 2014
- * 2413 pageviews from Jul 2013 launch to Sep 2013



StopBMSB Website Traffic

● Sessions

1,000

2013

500



January 2013

April 2013

July 2013

● Sessions

1,200

2014

~ 84% increase in traffic,
with same seasonal trends

600



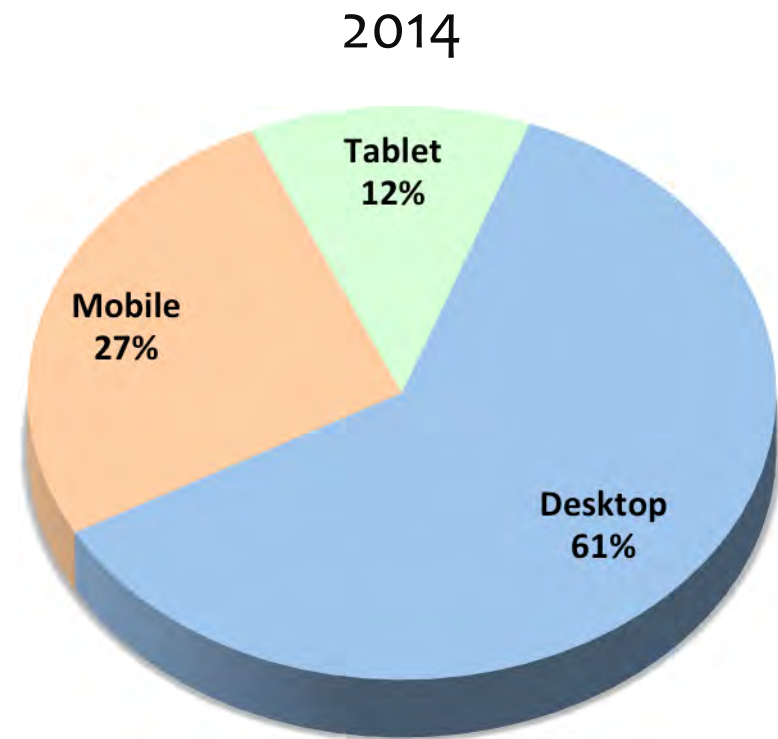
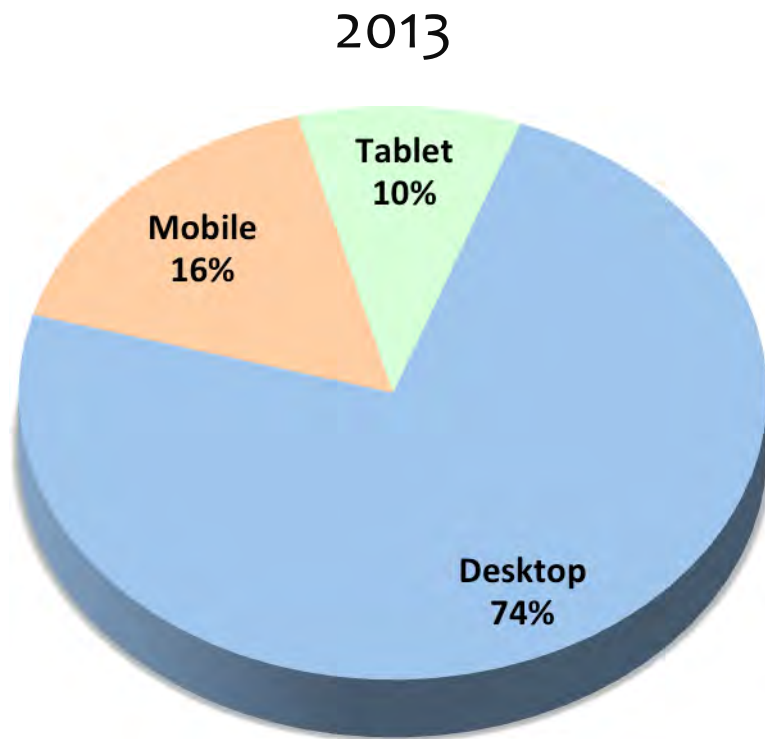
January 2014

April 2014

July 2014

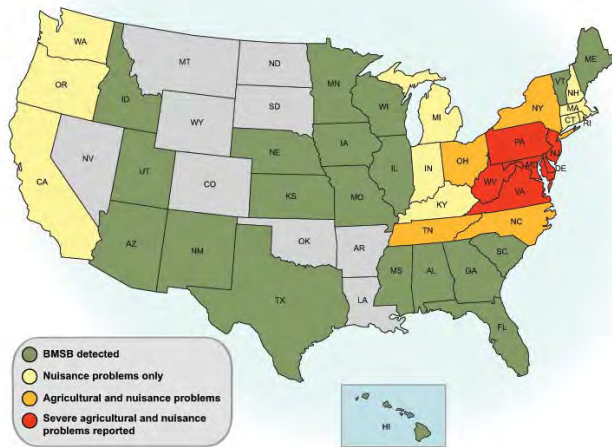
StopBMSB Website Traffic

Visits by Device Type



StopBMSB Website Traffic (Sep. 1, 2012 – Nov. 21, 2013)

X



StopBMSB.org Web Traffic by State
(State Percentages Adjusted for Population Size)



Map of website traffic by state corresponds to BMSB distribution.

Website Updates

- * StopBMSB.org website update
 - * Management pages
 - * Minor update with summary points from videos
 - * Significant update with latest management recommendations
 - * Home page
 - * Thumbnail icons on news stories: Easy way to update regularly
 - * Move logos on left to bottom
 - * News page
 - * Map pages
 - * Links to state pesticide recommendations
 - * Adding comments from feedback form
 - * Timeframe: Now to September 2014