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Project ID: FY18-CO-024

ARS Agreement #: 59-0206-8-187

Research Category: MGMT

Duration of Award: 1 Year

Project Title: Educating Soft Winter Wheat Producers on MR Varieties as the Foundation of FHB Management

PROJECT 3 ABSTRACT

(1 Page Limit)

The 2014 USWBSI-commissioned national survey of wheat and barley producers revealed significant gaps between intention and reality on MR variety selection, especially in the soft wheat region, gaps in producer knowledge about a perceived yield penalty of varieties resistant to FHB, and gaps in knowledge of risks of strobilurin application during FHB epidemics. The survey also revealed the importance of extension, CCAs, and other industry sources of FHB information.

At the November 2016 USWBSI workshop in Detroit, about 20 pathologists, breeders, millers, maltsters, and growers from the U.S. and Canada identified priority strategies to reach producers about FHB management who are not being reached or convinced to change their FHB management by current extension programs. This proposal implements several of these strategies in conjunction with the resources being produced by Friskop et al.

The geographic/market class focus is on the soft winter wheat region, which was demonstrated by the producer survey to have special problems with MR variety adoption. Projects are aimed at strengthening the message and enhancing adoption of variety resistance, particularly in soft winter wheat. The projects include:

- Develop and fine-tune the national **USWBSI List** of MR varieties for the soft wheat region.
 - Produce a **popular publication** (in the format of a newsletter article and/or brochure) on the **economic benefits of planting MR varieties**.
 - **Outreach to influential industry constituencies**, such as CCAs, millers, elevator operators, and commodity groups, using the new materials produced by Friskop et al. as well as existing resources.
 - Prepare and deliver a national webinar to CCAs, offering a subsidy so it is free to participants.
 - Seek opportunities to address and inform millers, elevator operators, and other grain purchasers at their meetings and via their information networks.
 - Coordinate with state extension specialists to ensure state commodity groups are receiving and disseminating research-based results.
 - A pilot project to generate **timely DON data for variety selection** and help the USWBSI evaluate whether to invest in separate or expanded DON testing of commercial winter wheat varieties.
- Media messaging to growers** via USWBSI media releases at variety selection and fungicide decision timings.