

Example Stakeholder Poster Design

EDUCATIONAL VALUE

Educational need: Ability to share, on a physical resource, copious, diverse, and constantly evolving information that can be quickly modified via quick response code, QR, link manipulation.

Practical value: This type of resource, although potentially jarring, places University resources in stakeholder breakrooms, pesticide sheds, meeting locations, etc., providing information that either needs to be regularly accessed such as University diagnostic / soil testing laboratories, government or regulatory programs or information, and Extension personnel directories **OR** is relevant based on seasonality, per-issue basis, or related to evolving surveys or recommendations.

Value of QR codes: Printed resources are susceptible to becoming outdated the second they are printed. However, by utilizing QR codes, the Extension professional can update link destinations, file contents, surveys, or any other digital resource. If properly designed, this type of QR code laden resource style can escape becoming obsolete for considerably longer.

Opportunity to educate: QR codes regained popularity during COVID-19, meaning multiple generations are now familiar with, or at least open to, learning how to use or access them.



Nursery and Green Industry Resources

Digital copy



Timothy Waller¹ (twaller@njaes.rutgers.edu)

& William Errickson¹ (william.errickson@njaes.rutgers.edu)

¹ Rutgers Cooperative Extension Department of Agriculture and Natural Resources

Common Pests

- Armored Scales
- Soft Scales
- Metallic Borers
- Clearwing Borers
- Warm-season Mites
- Cool-season Mites
- Red-headed Flea Beetle
- Ambrosia Beetles
- Current Top Pests

Common Diseases

- Phytophthora / Pythium
- Other Root Diseases
- Fire Blight - Bacteria
- Foliar Diseases
- Boxwood Blight (BWB)
- Needle Cast Diseases
- Canker Diseases
- Common Viruses
- Current Top Diseases

Management Issues

- Common Weeds
- Nostoc Control
- Irrigation / Water Quality
- Resource Conservation
- EC / Soluble Salts
- Container Media
- Nutrient Related Toxicities, Deficiencies & Imbalances
- Current Management Issues

Commercial Recommendations (Insect, Disease, Weeds)

Nursery IPM Program

Pest Scouting Resources

Native Plant Program

University Services

- Plant Diagnostic Laboratory
- Soil Testing Laboratory
- Pesticide Exams (PACER)
- Pesticide Safety Education
- Continuing Professional Education
- Plant and Pest Advisory

Factsheets & Bulletins

- All Plant Agriculture
- Greenhouse & Nursery Crop
- Weed Management
- Irrigation Related
- Soils and Plant Nutrition
- Christmas Trees / Conifers

State Resources

- NJDA – Nursery Inspection
- NJDA – Farmland Preservation
- NJDEP - Bureau of Pesticide Control
- NJDEP - Well Permits
- NJ Motor Vehicle Commission
- NJ Farm Bureau

How do I use this Poster?

Open Camera on a smart device
Hold over QR code > Click link within screen
OR
Open internet browser on smart device
Find “” symbol in search bar > Scan QR code

Comments

Please let us know if this resource is helpful

Rutgers Personnel – by County



NJ Nursery & Green Industry Associations



Annual Surveys

- Nursery & Green Industry
- Conifer / Christmas Trees

Share What You See

Pest, Disease, Weed Reporting