First Mobile App for Landscape and Nursery Professionals Developed by a Team of Plant and Pest Experts from UGA and Six Other Universities

Athens, GA. -- Green Industry professionals often find themselves in the field needing immediate access to pest and plant disease information and plant care recommendations. Or, they need to be alerted when destructive pests emerge in their area. Thanks to a collaborative effort of horticulturists, entomologists and plant pathologists at seven land-grant universities, now there's an app for that. UGA faculty Kris Braman (Entomology), Matthew Chappell (Horticulture) and Jean Williams-Woodward (Plant Pathology) worked closely with faculty from Clemson University, University of Kentucky, University of Tennessee, Virginia Tech, North Carolina State University and University of Maryland over the past 18 months to create, as Matthew Chappell calls it, a "one-stop shop for landscape professionals and homeowners who want to better coordinate their integrated pest management (IPM) strategies". Built by horticulture and pest management experts, in cooperation with growers and landscapers, IPM*Pro* was built for USDA Plant Hardiness Zones four through eight, which include 22 states from west of the Mississippi River, east and north to Pennsylvania and New Jersey, and south to the Gulf Coast.

The goal of *IPMPro* is to streamline pest management decision-making, employee training, and make complying with state pesticide recordkeeping regulations easy. The mobile app is available to purchase for iPhone, iPad, and Android devices.

"Nursery and landscape professionals conduct business on the go; they truly have a mobile office – often their truck," explained Amy Fulcher, lead developer and University of Tennessee Institute of Agriculture plant scientist. Chappell adds, "IPM*Pro* dramatically simplifies day-to-day plant care and pest control decision-making in the field. It provides a library of information in the convenience of an app, and features real-time alerts to help professionals stay on top of emerging pests and timely plant care. And best of all it fits in your pocket."

IPM*Pro*is like having an expert in the field with the user to:
1. Receive text-like alerts for time-sensitive pest issues and plant care - alert date adjusted to location.
2. Consult images, pest lifecycle, and management options for major pests of woody plants
3. Reference how-to information and images of cultural practices.
4. Obtain pesticide recommendations for major diseases and insects
5. Utilize built-in pesticide recordkeeping for documentation while outdoors
6. Track pests and cultural practices in calendar view or a chronological list
7. Assist in educating new employees and experienced professionals

John Watson, with Common Grounds Landscape Management in Knoxville, Tennessee, got an early introduction to the IPM app. "My first thought was, 'Where have you been?' Most of the time we get so busy putting out fires we forget that the best thing we could do is prevent fires," he explained. "This is just the kind of thing the industry needs. Now we have the best opportunity to head off pest issues that can wreak havoc for nursery and landscape professionals and for homeowners."

This is the first application of its kind developed in the United States. For less than a subscription for non-interactive tools like books and magazines that professionals currently use, IPM*Pro* is $24.99 and is available through Apple and Android marketplaces. For more information on this mobile app., visit http://www.IPMProApp.com. Also, your customers may be interested in the home horticulture version, IPMLite. For more information on this mobile app., visit http://www.ipmliteapp.com/.