Launch of Focus on Tomato to a National Audience

By Phil Bogdan, Communications Manager, Plant Management Network
About the Plant Management Network

- Nonprofit online publisher
- Jointly managed APS, ASA, and CSSA
- Serve growers, consultants, and researchers
- Applied
- Multidisciplinary
- Mission: to enhance the health, management, and production of crops
How PMN Achieves its Mission

- Applied crop science journals
- Pest management efficacy trials
- Databases
- Images
- Webcast resources
Focus on Tomato: A Webcast Resource

**Mission:** to enhance the health, management, and production of tomato crops

**Purpose:** to bring quality, science-based tomato crop management information to the practitioner
Features

- Six Initial Webcasts at launch
- One monthly webcast thereafter

- Extension Search
- Cross-Journal Search
- Plant Science Database

- Plant Disease Management Reports
- Arthropod Management Tests
- Crop Management Journal
- Plant Health Progress Journal
Emerging tomato diseases in the SE & methods for their control

Kelly Ivors
Dept. Plant Pathology
NC State University
MHCREC; Mills River, NC
Scope

• U.S. tomato growing regions
• Disciplines covered…

Breeding  Physiology
Diagnostics  Plant Disease
Entomology  Post Harvest
Food Safety  Seed Science
Horticulture  Soil Science
Nematology  Weed Science
Intended Audiences

- Field/Greenhouse Tomato Growers
- Consultants
- Students, Researchers, Extension
- Commodity Groups
- Processors
- Community Supported Agriculture Groups
- Master Gardeners
Editorial Committee

Mike Davis, University of California-Davis (co-chair)
Tom Zitter, Cornell University (co-chair)
Robin Bellinder, Cornell University
Hasan Bolkan, HB Ag Consulting
Tom Lanini, University of California-Davis
Tom Kuhar, Virginia Tech
John (Jay) Scott, University of Florida
Chris Wein, Cornell University
Editorial Quality

• Choose topics
• Nominate speakers
• Review presentations
• Record, sound-edit, and proof
• Review and approval
• Launch and promotion
Target Launch

January 2012 or earlier

- Depends on funding
- Depends on action

Current Supporters

[Logos of Agdia, EnviroLogix, Gowan, Syngenta, and TSL Seeds Progress]
Who should support?

- Crop protection companies
- Large growers
- Seed companies
- Commodity groups
- Processors
- Diagnostics companies
- Equipment manufacturers
- Research organizations
Potential outcomes

• Practitioners develop crops even more profitably

• Higher quality, plentiful tomato crops

• Increased awareness of best practices in crop production and food safety
The next steps...

- Talk with me here
- Talk with me later

Phil Bogdan
pbogdan@scisoc.org
651-994-3859

- Visit www.plantmanagementnetwork.org/fot
Thank you…

Phil Bogdan
pbogdan@scisoc.org
651-994-3859

www.plantmanagementnetwork.org/fot