Developing an Impact Statement
Putting your Impact Report or Success Story to work

Note: This document applies to agents and specialists who have generated an Impact Report or Success Story.

What is an Impact Statement?

Impact statements are not to be confused with an Impact Report. Impact Reports are a specific document that we develop to showcase Extension's relevance to stakeholders around the state and throughout the nation. An *Impact Statement* stands apart from *Impact Reporting*, although you can develop a shorter statement based on an impact report or success story. Both can be updated each year, but overall, they differ:

Impact Report	Impact Statement
Written by CSU Extension communications team	Written by Extension agent or specialist, work team or resource team; can be based on an Impact Report/Success Story
Used for reporting, marketing, performance review, annual reports	A good 'elevator speech', these can be entered into reporting system, and used for program marketing
1 page, 2-sided document	150 to 300 words recommended
Reviewed by Colorado Extension Advisory Council (CEAC), uploaded to www.ext.colostate.edu/impact	Extension communications available to assist with this

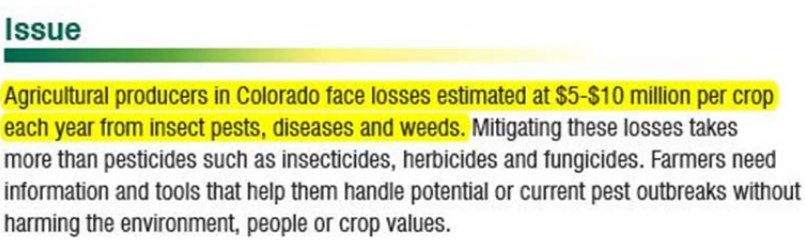
How to Extract a Statement from an Impact Report or Success Story

Think two paragraphs. Summarize the 'Issue' and 'Response' into one paragraph and the 'Impact' into a second. Then edit both paragraphs for further clarity, simplicity and relevance; include current year data if entering in the Colorado Program Reporting System (CPRS). You might want to also incorporate 'Bottom Line' statements and the report subhead.

The following steps outline this recommended process, using the Integrated Pest Management report.

1. Summarize the most important content from each section. Use bullet points to highlight activities/outcomes. Use first person if you're writing about yourself.

Issue



Issue

Agricultural producers in Colorado face losses estimated at $5-$10 million per crop each year from insect pests, diseases and weeds. Mitigating these losses takes more than pesticides such as insecticides, herbicides and fungicides. Farmers need information and tools that help them handle potential or current pest outbreaks without harming the environment, people or crop values.

Summary:

Agricultural producers in Colorado face losses estimated at $5-$10 million per crop each year from insect pests, diseases and weeds.

Response

Extension's Response

Since 1980, Howard Schwartz has worked with dry bean and onion farmers and crop consultants to minimize pest threats. Schwartz is one of 10 CSU Extension specialists who address pest management issues in the Colorado State University College of Agricultural Sciences department of bioagricultural sciences and pest management.

For decades, extension integrated pest management (IPM) education focused on pest suppression. Since the late 1990s, advances in technology have generated new tools and practices that emphasize prevention and mitigation as steps prior to costly control measures. Schwartz and his team have contributed to several of these efforts, including:

- Contributing to the development of the Colorado Agricultural Meteorological Network (CoAgMet) which collects weather data from more than 60 irrigated and dryland cropland stations statewide. Local weather data, uploaded to the CoAgMet website, helps growers and crop consultants forecast when and where outbreaks might occur and spread.
- Advancing the adoption of the dry bean and onion IPM Pest Information Platform for Extension and Education ("ipmPIPE"), a national online pest outbreak warning system. PIPEs provide information on the distribution and severity of diseases and insect pests that agricultural experts scout and report.
- Creating disease forecast models and yield loss studies that help dry bean and onion growers make locally-based and risk-rated pest management decisions.

Schwartz also provides comprehensive IPM education and training for CSU Extension agents, farmers and industry stakeholders. His activities include:

- Creating fact sheets, educational videos, diagnostic cards, newsletters and other publications.
- Sharing expertise at field days, demonstrations, workshops and educational meetings.
- Investigating new outbreaks of concern.
- Engaging the Colorado dry bean and onion associations in CSU research and extension. Formal and informal industry check-off programs annually generate $40,000-$50,000 for dry bean and onion research and education.

Summary:

I have worked with dry bean and onion farmers and crop consultants to minimize pest threats for more than 30 years. Advances in technology have generated new tools and practices that emphasize prevention and mitigation as steps prior to costly control measures. These include:

- *Pioneering the Colorado Agriculture Meterological Network (CoAgMet), which helps growers and crop consultants forecast when and where outbreaks might occur and spread.*
- *Advancing the adoption of the dry bean and onion IPM Pest Information Platform for Extension and Education ('ipmPIPE'), a national online pest outbreak warning system.*
- *Creating disease forecast models and yield loss studies that improve locally-based and risk-rated pest management decisions.*

I also provide comprehensive IPM education and training for CSU Extension agents, farmers and industry stakeholders.

Impact

Impact

Through Schwartz, CSU Extension has expanded Integrated Pest Management resources and practices that generate more accurate and timely information. Growers can then respond to potential and real pest outbreaks appropriately. Online management tools and resources have improved and increased interstate communications among extension IPM experts and facilitated early warnings about issues and threats that might travel to Colorado from neighboring states.

Schwartz's research and outreach have included:

- Communication networks that help growers and crop advisors forecast outbreaks.
    - Over the last 15 years Schwartz has improved the dissemination and distribution of IPM information. Previous pest management communications focused on sharing outbreak information with growers and crop consultants after the fact. Now a suite of communication tools–CoAgMet, ipmPIPEs, diagnostic cards, videos and more–offers cost-effective ways to monitor, avoid, prevent, and suppress pests, practices.
    - Schwartz notes, "If there is a threat I can put out an alert on PIPE warning growers, agents and advisors to scout their fields, look for early signs of disease and then appropriately respond."
- Minimized crop loss.
    - The legume ipmPIPE reports that the project has generated a conservative return of 5 percent, or $48 million (nationally) annually since 2006 by reducing legume losses from priority diseases and pests.
    - Similar economic returns have been provided by the onion ipmPIPE since its inception in 2010.
- Helped Colorado onion growers respond to a new, widespread and damaging pest.
    - In 2003, an outbreak of the iris yellow spot virus (IYSV)–transmitted to onions by thrips (a tiny insect)–that has cost Colorado onion growers an estimated $2.5-$5 million.
    - Schwartz and his team of assistants and students have been responsible for researching and developing resources and strategies to help onion growers, agents and farm advisors practice appropriate and effective pest management.
    - According to Schwartz, pests and diseases affecting dry beans have remained fairly stable but variable in intensity for the last 30 years. The arrival of the yellow spot virus required significant time, effort and collaboration to determine the most effective means of controlling it in onions.
- Minimized environmental impacts.
    - IPM strategies minimize environmental impacts through timely, appropriate and reduced application of pesticides. For example, scouting reports posted online through PIPEs include appropriate prevention, mitigation or control measures that vary according to different stages of plant growth, pest incidence and weather forecasts.

Summary:
These responses have resulted in new Integrated Pest Management research, sources and practices that are helping growers appropriately respond to potential and real pest outbreaks.

- *Cost-effective communication networks are helping growers, Extension agents and farm advisors forecast outbreaks through online interstate communications and early warning systems.*
- *The impPIPES are helping growers minimize crop loss. Annual reports since 2006 estimate conservative returns of 5 percent, or $48 million nationally.*
- *IPM research on the damaging Iris Yellow Spot Virus generated new resources and strategies that helped Colorado Onion growers overcome this new and damaging pest.*
- *Growers are minimizing environmental impacts through the timely, appropriate and reduced application of pesticides.*

2. Combine summaries and edit for clarity, simplicity and relevance.

Note: This is written from the perspective of Howard Schwartz, CSU Extension plant pathology specialist. This does not include data specific to any year.

Agricultural producers in Colorado face losses estimated at $5-$10 million per crop each year from insect pests, diseases and weeds. Along with my team of assistants and students, I work to minimize these threats by generating new Integrated Pest Management (IPM) tools and practices that emphasize prevention and mitigation as steps prior to costly control measures. These include:

- Pioneering the Colorado Agriculture Meterological Network (CoAgMet), which helps growers and crop consultants forecast when and where outbreaks might occur and spread.
- Advancing the adoption of the dry bean and onion IPM Pest Information Platform for Extension and Education ("ipmPIPE"), a national online pest outbreak warning system.
- Creating disease forecast models and yield loss studies that improve locally-based and risk-rated pest management decisions.

I also provide comprehensive IPM education and training for CSU Extension agents, farmers and industry stakeholders.

These responses have allowed farmers to shift their pest management activities from suppression to prevention by adopting the most effective IPM strategies available today. This is a major change that has resulted in:

- Cost-effective, online communication networks and early warning systems used by growers, Extension agents and farm advisors
- Minimized crop loss. Since 2006, annual ipmPIPE reports have estimated conservative returns of 5 percent, or $48 million nationally.
- Responsive IPM research on the Iris Yellow Spot Virus. New resources and strategies helped Colorado Onion growers overcome this new and damaging pest.
- Minimized environmental impacts through the timely, appropriate and reduced application of pesticides.

3. Narrow further and refine for communication needs such as program marketing or your 'elevator speech'.

Colorado State University Extension helps agricultural producers minimize threats to insect pests, diseases and weeds. We do this by developing leading edge Integrated Pest Management research, tools and education.

New online communication and data networks, decision-making tools, and other IPM educational resources have advanced the forecasting and early warning systems used by producers, agents and farm advisors. These strategies have allowed dry bean and onion farmers to shift their pest management activities from suppression to prevention.

This change in behavior has resulted in:

- A reduction in crop losses. The estimated annual return of IPM by Colorado onion and dry bean growers is $4-$5 million per crop.
- Minimized environmental impacts through the timely, appropriate and reduced application of pesticides.

For an inside look at IPM in action, visit the USDA's ipePIPE website:
www.ipmpipe.org

For assistance transforming your Impact Report or Success Story to an Impact Statement, contact CSU Extension impact writer Carol Busch.

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