

HELP US PROTECT
THE CITY OF ROSES
FROM JAPANESE BEETLE



Oregon Department of Agriculture

Why do we care?

It likes to eat what we eat.



300+ species

Oregon's greenhouse and nursery industry is worth \$829,909,000



Figure from 2014

Oregon's fruit and nut crop is worth \$602,764,000

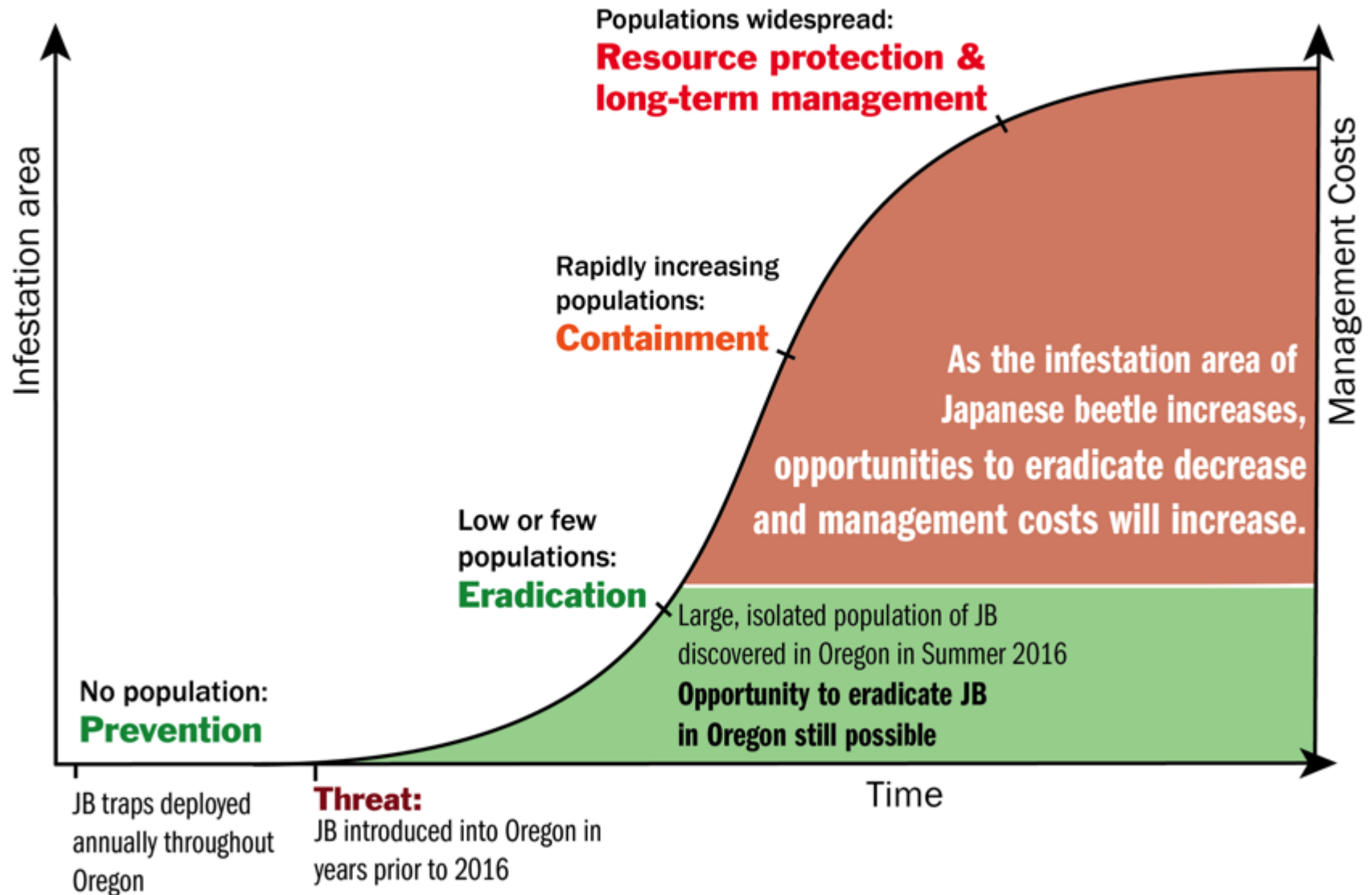


Figure from 2014

Oregon's wine industry is worth \$118,320,000

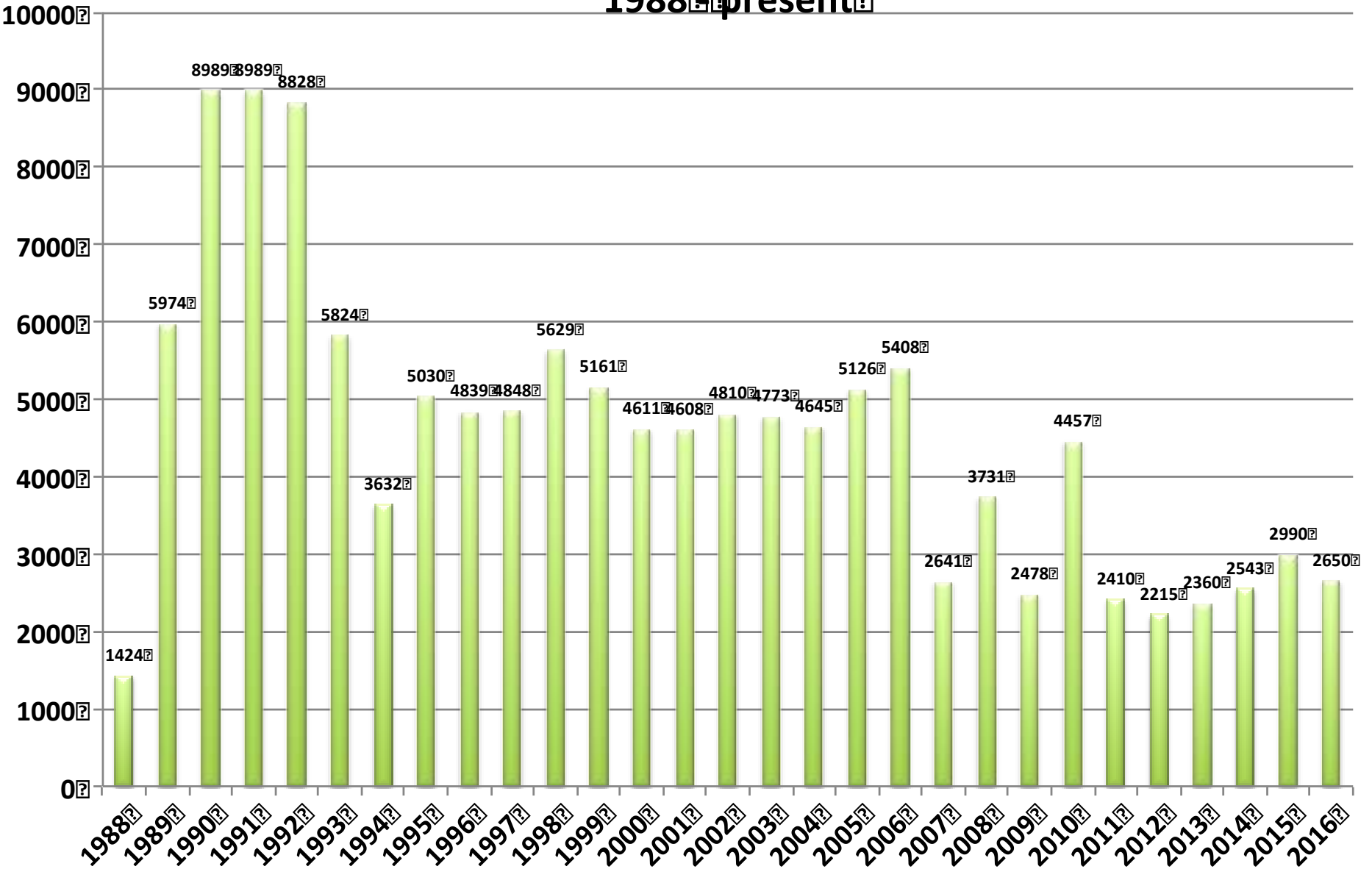


Figure from 2015

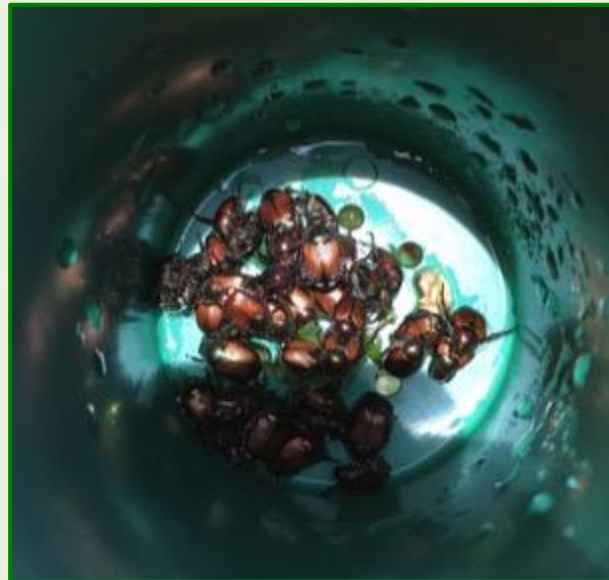


Japanese Beetle Trapping history

Number of Japanese beetle traps placed in Oregon
1988-present



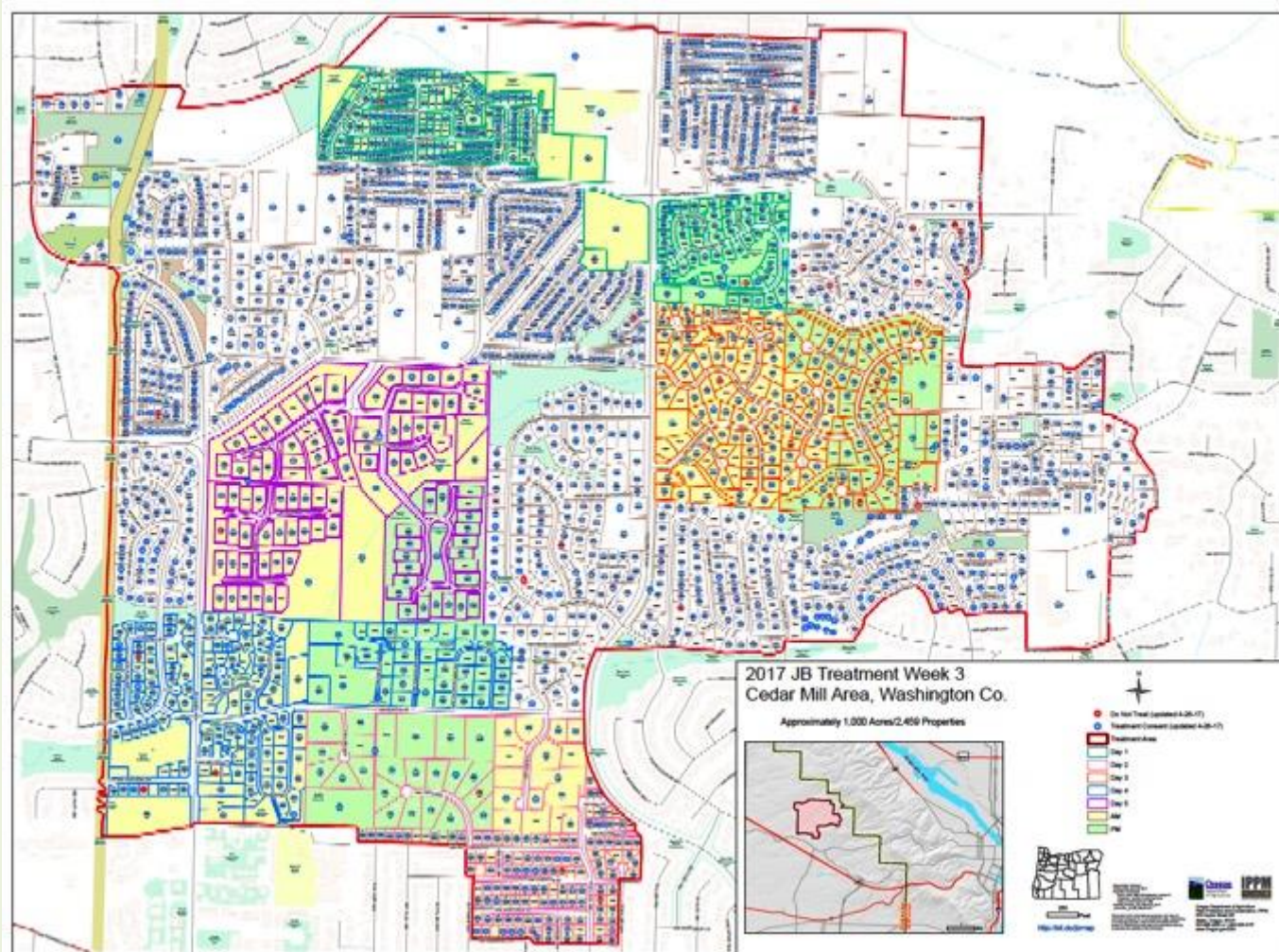
Why we are worried...



Prime habitat
Lots of turf
Well watered soil
Lots of food sources

Current Efforts - Operations

Operations: Currently treated approximately 2,400 properties



Current Efforts – Operations

Legal Notifications:

Served administrative warrants for approximately 177 properties that have been unresponsive to ODA request for consent form

NOTICE

You are receiving this notice because you are a resident living in the 2017 Cedar Mill Japanese Beetle Treatment Area and the Oregon Department of Agriculture (ODA) has not heard from you regarding consent to treat your property for Japanese beetle.

Areas containing grass in the treatment area are scheduled to receive treatment for Japanese beetle control this coming week. This treatment is at no cost to you. We are asking you for a record of your consent to allow granular treatment of turf on your property. Please provide your consent by filling out the back of this form and leaving it on your door on the date indicated below. Pets and children should remain indoors during application. Please indicate any special instructions in the box below.

ODA is working with a professional pest control service to conduct these treatments at no cost to you. The insecticide will be applied in strict accordance with label directions and all recommended safety precautions will be stringently followed.

It is necessary to treat all residences in the treatment area in order to ensure that the effort to eliminate the Japanese beetle in the Cedar Mill area is effective. If we do not receive your consent by the date indicated, you will receive legal notification (notice from Washington County Court) that authorizes ODA to proceed with the treatment as scheduled on your property.

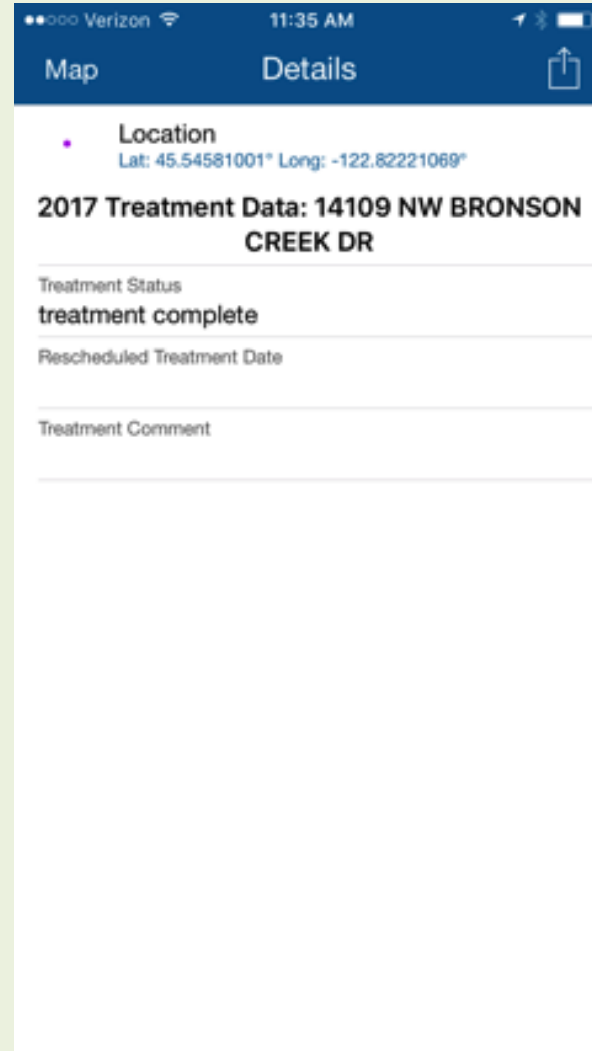
The eradication program will include one granular insecticide treatment applied to all turf in areas where beetles were trapped last year. The treatment will target young JB larvae in the soil. Ground application of granular insecticide in areas of your yard containing turf is the only action planned for this season. Flower and vegetable gardens, bushes, and trees will not be treated—only grass. The treatment for each residence should be 30 minutes or less.

TREATMENT WILL TAKE PLACE ON:

SPECIAL INSTRUCTIONS:

Current Efforts - Operations

Operations: Real time GIS - Collector



Current Efforts - Containment



- **Green Waste: Establish internal state quarantine according to OAR 602-052-0127**
- **Divert approximately 1,000 tons of yard debris from curbside pick to landfill for deep burial.**

Current Efforts - Containment

- Establish a landscaper drop off containment site to route plant material for deep burial.
- Communicate with residents to give information to their landscapers (multi-lingual).

**DO NOT
REMOVE
YARD DEBRIS
FROM LOCAL AREA**

**Entering Japanese
Beetle Quarantine**

Oregon Department of Agriculture

1-800-525-0137

ORS 561.510 OAR 603.052.0127

Current Efforts - Communications

- Used collaborative design methodologies and partners to develop communications plan (brainstorm, prioritization, iteration)
- Stakeholder brainstorm highlighted multiple and diverse partners, organizations, and residents that needed to touch the project in some way
- Art has been a crucial part of gaining “brand” recognition of the program as well as an independent website



www.japanesebeetlepxd.info

Current Efforts - Communications

The Secret Weapon:
Cedar Mill Community has been proactive, supportive, and highly engaged



The Cedar Mill News

Search the Cedar Mill News:
Google Custom Search Search

Volume 15, Issue 4 April 2017

[Previous article](#) **NEWS HOME** [Next article](#)

Japanese beetle eradication effort could fail in Cedar Mill

By Virginia Bruce

Despite an extensive door-to-door campaign in the neighborhoods affected by the invasive Japanese beetle, the effort may fail because too many Cedar Mill residents haven't consented to treatment.

Clint Burfitt, Insect Pest Prevention and Management Program Manager for the Oregon Department of Agriculture, says, "The proposed Japanese beetle eradication project is entering a critical period. The contractor has been hired, and the application of insecticide is scheduled to begin on April 17. The current challenge is that there are approximately 900 properties that have not responded to the consent process. Of those who have responded, approximately 1,300 gave their "yes" consent for treatment and 16 respondents said "no."

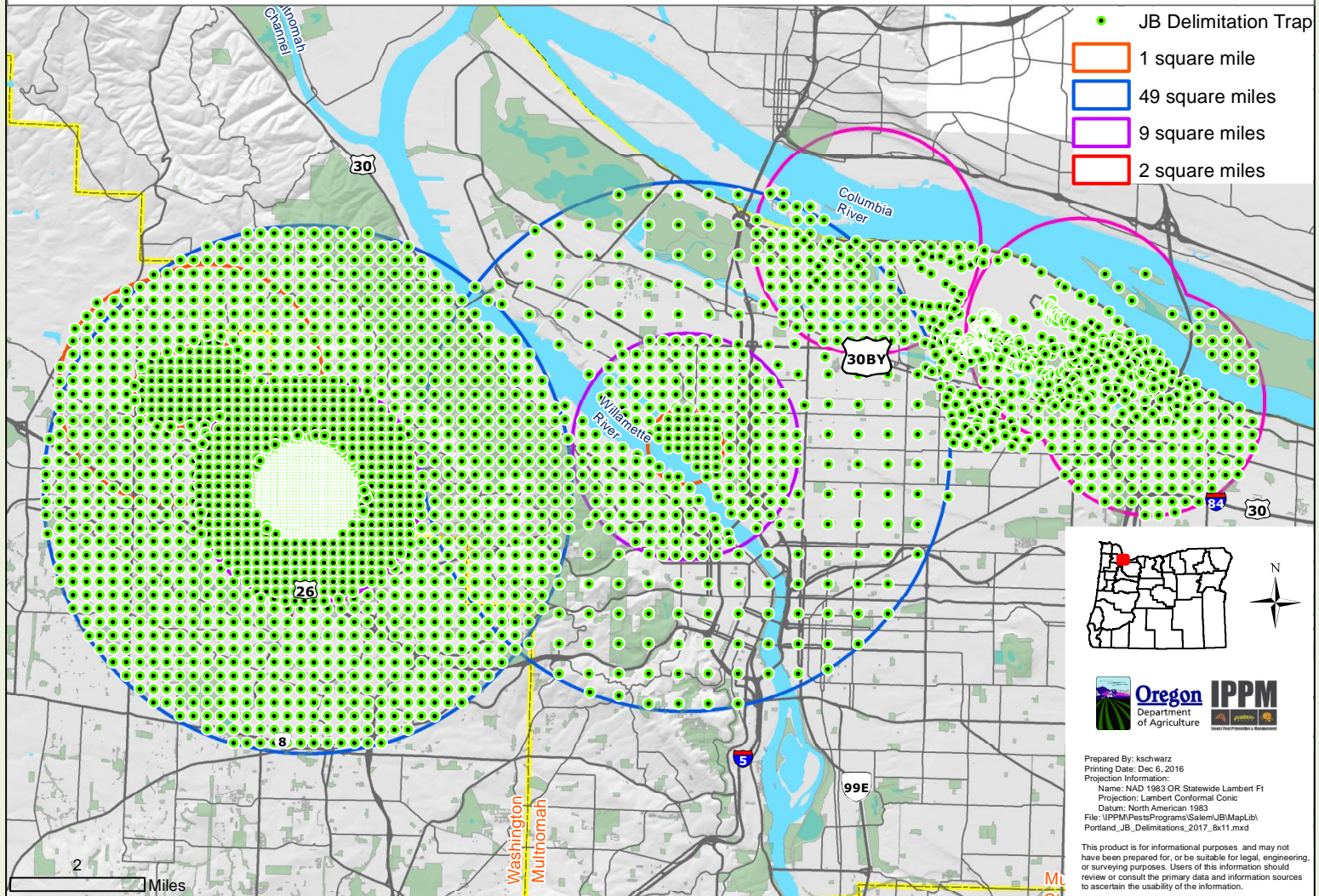
"Our community team and ODA personnel have spent more than 400 hours conducting door-to-door outreach activities. To provide legal access to, and treatment of, the properties who have not responded to the consent form, the Department of Justice would need to issue an administrative legal notification."



Current Efforts: Surveillance

2017 Proposed Japanese Beetle Delimitation Portland, Oregon

3,442 Total Proposed Traps, PDX: 752, Swan Island: 382, NW Portland: 2,308



Current Efforts: Biological Control

- Initiate / participate in a national effort to revive classical biological at high risk sites (airports, nurseries)
- Contracting with Symbiont Biological Control to gather base line data from historic establishment sites
- Establish quarantine lab for JB and *Tiphia vernalis* at Oregon State University
- Provide JB specimen from Oregon to the USDA APHIS CPHST to screen for the presence of fungal pathogen *Ovavesicula*

Oregon Japanese Beetle Situation Summary

- X Funding**
- X Legal Authority**
- X Detection Technology**
- X Treatment Technology**
- X Community Support**
- X Industry Involvement**

Policy related questions

How can we work together to protect agricultural and natural resources in the Pacific Northwest from the domestic movement of destructive species?

How can we prioritize stable funding to implement preventative measures to reduce the need for costly mitigation projects?

Conclusion



The Oregon Department of Agriculture is planning to eradicate the Japanese beetle in Cedar Mill beginning in Spring 2017

Failure will result in decreased quality of life, increased pesticide use, costly quarantines.

www.japanesebeetlepdx.info

