# Example Stakeholder Poster Design

# EDUCATIONAL VALUE

Educational need: Ability to share, 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 resource, although potentially jarring, University places resources stakeholder breakrooms, pesticide locations, sheds, meeting etc., providing information that either needs to be regularly accessed such as University diagnostic / soil testing laboratories, government 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Value of QR codes: susceptible resources are becoming outdated the second they are printed.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.

# RUTGERS

# Nursery and Green Industry Resources

Timothy Waller<sup>1</sup> (twaller@njaes.rutgers.edu) & William Errickson<sup>1</sup> (william.errickson@njaes.rutgers.edu) Rutgers Cooperative Extension Department of Agriculture and Natural Resources



#### **Common Pests**



**Armored Scales** 

Soft Scales







**Warm-season Mites** 

Cool-season Mites



Red-headed Flea Beetle



**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



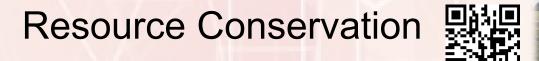
**Current Top** Diseases

#### Management Issues



Common Weeds Nostoc Control

Irrigation / Water Quality





EC / Soluble Salts

Container Media

**Nutrient Related** Toxicities, Deficiencies & **Imbalances** 



Current Management Issues

#### **Commercial Recommendations**

(Insect, Disease, Weeds)





**Pest Scouting Resources** 

## **Nursery IPM Program**



**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**



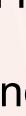
All Plant Agriculture

Greenhouse & Nursery Crop



Weed Management

Irrigation Related

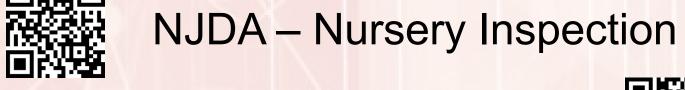


Soils and Plant Nutrition

Christmas Trees / Conifers



## **State Resources**



NJDA – Farmland Preservation



NJDEP - Well Permits



NJ Motor Vehicle Commission

NJ Farm Bureau



#### How do I use this Poster?

Hold over QR code > Click link within screen

#### **Rutgers Personnel** by County



**NJ Nursery & Green Industry Associations** 

### **Annual Surveys**

Nursery & Green Industry

Conifer / Christmas Trees 中央



#### **Share What You See**



Pest, Disease, Weed Reporting



Cooperating Agencies: Rutgers, The State University of New Jersey, USDA, and Boards of County Commissioners, Rutgers Cooperative Extension, a unit of the Rutgers New Jersey Agricultural Experiment Station, is an equal opportunity provider and employer. Disclaimer-Materials represent examples and do not cover all possible control scenarios. Tradenames listed do not imply endorsement and are used as examples only. You must always refer to, and strictly follow, the label in all cases. THE LABEL IS THE LAW.

## Open Camera on a smart device

Open internet browser on smart device Find " " symbol in search bar > Scan QR code

#### Comments



Please let us know if this PAP resource is helpful

