



# **Collaboration Opportunities with Crop Consultants**

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# Background

- CRO/Crop Consultant in South Texas
- Main crops are cotton, sorghum and corn
- Majority of acres are dryland
- Limited irrigation in areas
- Corn, Cotton, Sorghum, Soybeans, Rice, Vegetables and Citrus grown nearby



# Crop Consultants

- Provide recommendations to growers
- Access to crops across diverse environments
- Current Conditions
- Variety of pests
- Emerging problems
- Network with other consultants



# Accessing Acreage

- Serve as a contact with growers/potential collaborators
- Opportunity for diverse environmental conditions
- Identification of test sites
- Access to emerging pest
- New areas?

# Need Pests – Will Travel

- Trial Needs
- Environmental Conditions
- Your target pest isn't present on farm
- Your pest pressure is sub-optimal on farm
- Crop failure



# Emerging Problems

- Tend to be on the frontline of emerging problems
- Issues arise in production fields
- Sugarcane aphid (*Melanaphis sacchari*) in sorghum
- Cotton jassid (*Amrasca biguttula*) in cotton
- Herbicide resistant biotypes
- Disease issues



# Consultants network

- Contacts outside of their area
- Other crops (row crops, vegetables, citrus, etc.)
- Different environments (low vs. high rainfall)
- Pests (spider mites, lygus, bollworm, flea hopper, verde plant bug, etc. in cotton)



# Be Prepared for NO!



- Sometimes Yes/Sometimes No
- “I’m tired of people tearing up my field.”
- “No one told me you would be here.”
- “Is it ok if we spray the whole field?”
- “How long will this last?”

# Suggestion for success

- Keep an open communication channel
- Reach out early for trial needs (if possible)
- A text goes a long way
- Keep up to date
- Respect the cooperators (growers) fields/facilities
- Try to fit the grower's farming practices
- Compensation

The background features a light beige color with several organic, rounded shapes. Each shape is filled with a different texture: a solid reddish-brown, a brown with small dark specks, a dark brown with a fibrous texture, a green with a fibrous texture, and a dark brown with a fibrous texture. Each shape is outlined with two white, slightly irregular lines.

# Thank You

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