



FOR IMMEDIATE RELEASE

CONTACT:

Whitney Rigsbee, Marketing & PR Manager
wrigsbee@ncarboretum.org
(828) 665-2492 x204



**The Fifth Annual Integrated Pest Management Symposium to be Held on
October 1, 2015 at The North Carolina Arboretum in Asheville, N.C.**

ASHEVILLE, N.C. (August 12, 2015) – The North Carolina Arboretum, in conjunction with the North Carolina Cooperative Extension Service, will host its fifth annual Integrated Pest Management (IPM) symposium on October 1, 2015 at the Arboretum’s Education Center in Asheville, N.C. The IPM symposium is a continuing education and professional development resource for professionals in the green industry focused on solving pest problems within various horticulture environments while minimizing risks to people and the environment. New this year, the symposium will include a track focused on pest management issues in the agriculture industry, particularly as it relates to small and medium sized farms. All IPM attendees have the opportunity to receive pesticide credits in North Carolina, South Carolina and Tennessee.

As the industry continues to focus on beneficial insects and pollinator health, this year the IPM symposium will include sessions on planting methods to attract pollinators and the health management of honeybees. The all-day event will include talks from leading academic and industry professionals, including representatives from Bayer CropScience’s “Feed a Bee” program and Biobest International, a consultant and supplier of beneficial insects.

“Sustainability is an important component of The North Carolina Arboretum’s daily operation, and incorporating beneficial insects as part of an Integrated Pest Management approach has proven to be stable and effective,” said George Briggs, executive director of The North Carolina Arboretum. “By offering educational opportunities such as our IPM symposium to fellow colleagues and trade professionals, we hope to provide them with more resources and opportunities to manage their horticultural and agricultural needs safely and innovatively.”

“Through proper Integrated Pest Management practices, horticulture professionals are able to utilize gentler methods to manage pests in their production systems and landscapes, and ultimately become better stewards of our natural resources,” explained Cliff Ruth, Extension Area Agent for the North Carolina Cooperative Extension Service. “The IPM symposium is a perfect opportunity to educate both western North Carolina professionals and others from around the Southeast, and learn from some of the industry’s well-known speakers. We are honored to work with the Arboretum on this premier capstone program.”

The IPM symposium is supported in part by the following Arboretum symposium sponsors: Biobest USA, Hilton Asheville Biltmore Park, Syngenta, Carolina Farm Credit, K2 Irrigation Services, Inc., and AgCare Products, Inc.

(cont.)

The NC Arboretum is located next to the Blue Ridge Parkway entrance at Milepost 393. From I-26, take Exit 33 and follow Blue Ridge Parkway signs for two miles to the entrance ramp. Visit www.ncarboretum.org/plan-a-visit for parking fees, property hours and building hours. For general information call (828) 665-2492 or visit www.ncarboretum.org.

Attendees must register in advance for the IPM symposium and the symposium's special early-bird discount ends September 10, 2015. For a full list of speakers and lectures or to register, visit www.ncarboretum.org/education/horticulture-industry-ipm-symposium.

About The North Carolina Arboretum

Each year more than 500,000 visitors experience the Arboretum's gardens, trails, exhibits, shows and expos, educational programs, demonstrations and lectures. The Arboretum's ability to meet its mission and enrich the visitor experience is made possible by a community of supporters—from members, volunteers and staff to state and local funds, tribute gifts, grants, and community partners.

The central mission of The North Carolina Arboretum, an affiliate institution of the 17-campus University of North Carolina system, is to cultivate connections between people and plants. Shows and events are free for Arboretum Society members or with the standard parking fee (\$12 per personal motor vehicle). Special events and after-hours activities may require additional fees. For more information, please call (828) 665-2492 or visit www.ncarboretum.org.

###

The NC Arboretum is located next to the Blue Ridge Parkway entrance at Milepost 393. From I-26, take Exit 33 and follow Blue Ridge Parkway signs for two miles to the entrance ramp. Visit www.ncarboretum.org/plan-a-visit for parking fees, property hours and building hours. For general information call (828) 665-2492 or visit www.ncarboretum.org.