

Northeastern  
**IPM**  
Center

Impact Statements Update  
“Begin with the end in mind.”

~Stephen Covey

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United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture

# Impact Statements

- \* Tell the whole story with just pictures first to justify the 'NEED' and the 'IMPACT' of the funded project.
- \* Only include the most critical statements.

# Need

- \* Data – sales, acres, damage, # of growers
- \* Value of crops, potential losses
- \* Risks to people, planet, crop, and profit related to current pest and pest management/control practices (e.g. pesticides)

# Impacts

- \* What happened? – how many growers, how many acres, how much money?
- \* Capturing knowledge gain, people reached, intent to use, circle back to find out if they did
- \* Behavior change; IPM implementation
- \* As a result of IPM, changes in profitability
- \* Decreased losses to pests

# Impacts

- \* Website analytics – site visits and time spent
- \* Publications
- \* \$ saved/cost-savings

# Impacts

- \* Reduction in risks to human health
- \* Reduction in risks to the environment
- \* Systemic, condition changes that lead to more IPM implementation
- \* *No data without stories, no stories without data*

# Priorities

- \* Which metrics matter most?