

Asian Longhorned Beetle Cooperative Eradication Program

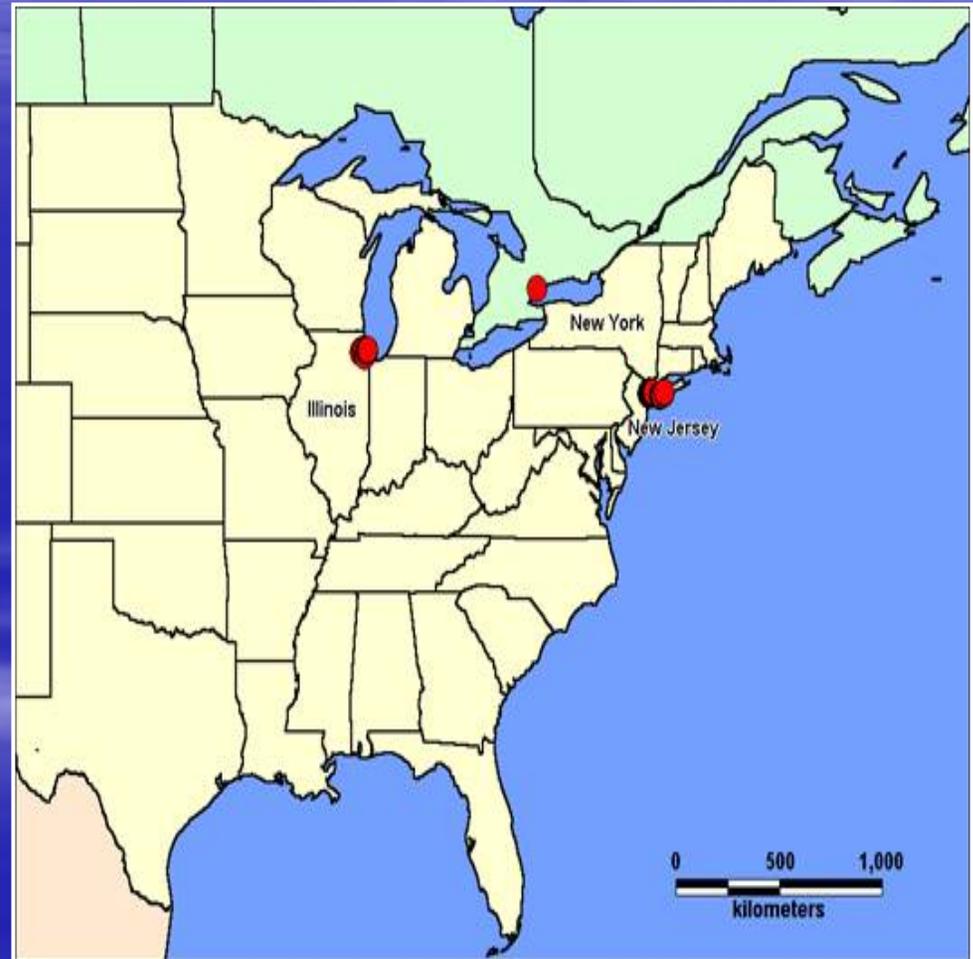
Public Education,
General ALB Awareness
and Firewood Issues

The Asian Longhorned Beetle

- The ALB is a voracious pest of hardwood tree species such as maple, elm, ash, birch, poplar, horse chestnut, London planetree.
- ALB is potentially one of the most destructive and costly invasive species to enter the US.

North American Asian Longhorned Beetle Infestations

- New York - August 1996
- Illinois - July 1998
- Hudson County, NJ -
October 2002
- (Toronto, Canada -
September 2003)
- Middlesex/Union
Counties, New Jersey –
August 2004
- Richmond County, NY –
March 2007



A Destructive Force

ALB threatens urban and suburban shade trees and recreational and forest resources valued at hundreds of billions of dollars.

It might also impact such industries and resources as maple syrup production, hardwood lumber processing, nurseries, natural ecosystem, landscapes, and tourism.

If the ALB became widely established, its impact would be felt in urban, suburban, and forested parts of the country.

The ALB Strategic Plan

The goal of the Cooperative Asian Longhorned Beetle Program is Eradication:

The complete elimination of all reproducing populations of the ALB from the U.S.

Integrated Control Strategies for ALB Eradication

APHIS developed and implemented a Strategic Plan for the Eradication of ALB from the US. The plan is a science-based, multi-faceted, integrated approach consisting of:

- Exclusion
- Regulatory Measures
- Survey/Detection
- Host Removal
- Preventative Chemical Treatment
- Public Outreach / Education
- Research

An Engaged Public Can Help



The ALB is a distinctive looking insect—about 1.5 inches long and has long antenna banded in black and white.

Adult beetles emerge during summer and fall months from host trees.

This makes the summer months prime-time for urging the public to help spot ALB and ALB infestations.

People Uncover Infestations

- The man who reported ALB in the US in 1996 thought someone was drilling holes in his trees. He reported it. Turns out was not vandals, but insects.
 - A gentleman accepted recently cut tree limbs from a friend one July. He let it sit in his truck for several days and when he came back to get it, found odd looking insects flying around it. He did an internet search and reported them as ALB.
 - A woman in New Jersey sees a news broadcast on ALB and realizes she has an ALB infestation on her property. Her report helps find the source of a New Jersey infestation.
- If they are armed with information, residents can be true partners in the battle against the beetle.

Public Involvement Helps Program Goals

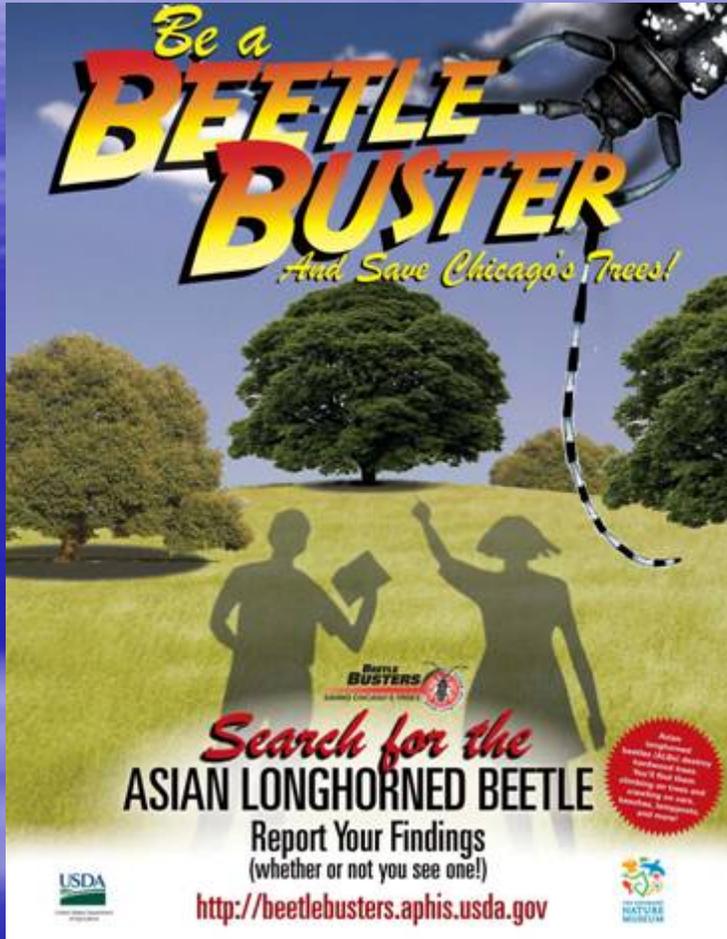
The goal of outreach is to garner public support for program activities and reduce the artificial spread of ALB.

- Outreach efforts largely fall into two categories, grassroots efforts and widespread advertising aimed at providing general awareness.
- Supporting both of these efforts are media interviews.

ALB Outreach Messages

- Geared around:
 - The threat the ALB represents, how to recognize insects and identify signs of infestation;
 - A challenge for people to actively look at their trees and report any signs of infestation;
 - A request that program officials and representatives be allowed access to private property;
 - A request that people adhere to regulations that guide activities in quarantine zones;
 - Don't move firewood!

Current and Recent Outreach



Be a BEETLE BUSTER
And Save Chicago's Trees!

Search for the ASIAN LONGHORNED BEETLE

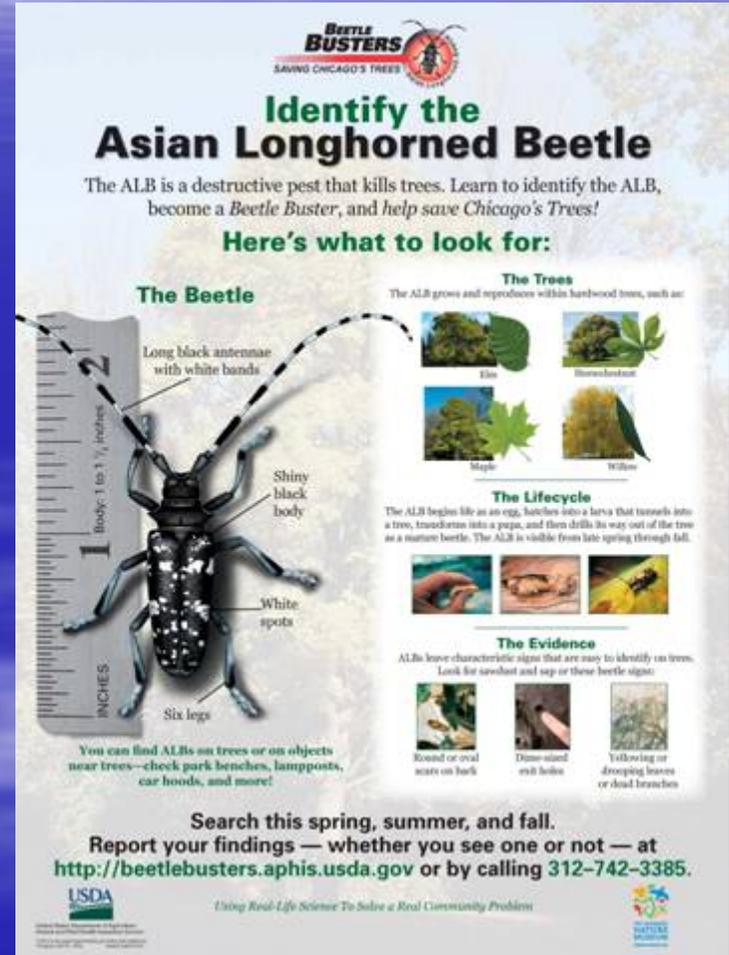
Report Your Findings
 (whether or not you see one!)

<http://beetlebusters.aphis.usda.gov>

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NATURE MUSEUM

Asian Longhorned Beetle (ALB) is a destructive pest that kills trees. You'll find them chewing on trees and creating a hole in the bark, sometimes, sometimes.



BEETLE BUSTERS
 SAVING CHICAGO'S TREES

Identify the Asian Longhorned Beetle

The ALB is a destructive pest that kills trees. Learn to identify the ALB, become a Beetle Buster, and help save Chicago's Trees!

Here's what to look for:

The Beetle

- Long black antennae with white bands
- Shiny black body
- White spots
- Six legs

Body: 1 to 1 1/2 inches

The Trees

The ALB grows and reproduces within hardwood trees, such as:

- Elm
- Basswood
- Maple
- Willow

The Lifecycle

The ALB begins life as an egg, hatches into a larva that tunnels into a tree, transforms into a pupa, and then drills its way out of the tree as a mature beetle. The ALB is visible from late spring through fall.

The Evidence

ALBs leave characteristic signs that are easy to identify on trees. Look for sawdust and sap or these beetle signs:

- Round or oval scars on bark
- Disc-shaped exit holes
- Yellowing or drooping leaves or dead branches

You can find ALBs on trees or on objects near trees—check park benches, lampposts, car hoods, and more!

Search this spring, summer, and fall.
Report your findings — whether you see one or not — at
<http://beetlebusters.aphis.usda.gov> or by calling 312-742-3385.

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Using Real-Life Science To Solve a Real Community Problem

NATURE MUSEUM

Museum Displays



Displays developed with venues such as:

The Peggy Notebeart Nature Museum in Chicago, IL,

Staten Island Museum on Staten Island, NY,

The Brooklyn Children's Museum, Brooklyn, NY,

The Liberty Science Center.

Firewood and the ALB

- The ALB's biology makes it a prime candidate for artificial spread via firewood.
 - It over-winters deep within a tree's heartwood.
 - It can survive in cut wood and continue its lifecycle.
 - The first ALB were discovered in the Greenpoint neighborhood of Brooklyn, New York. Within weeks, another infestation was found on Long Island in Amityville, NY, after officials learned that infested wood had been moved from Greenpoint to Amityville.

Firewood Specific Outreach

- PPQ poster “Don’t Destroy the Things You Love!”
- Ads in newspapers in areas near existing ALB quarantines (26 papers in 2007)
- Ads in locations where firewood might be brought- such as the Adirondacks in New York
- Also, ads in sport fishing magazines for the first time this past winter
- Radio Public Service Announcements (New Jersey)

Looking Forward

- Increased use of firewood posters through distributions to new audiences. This year they are being printed on material suitable for outside use (at national, state and local parks)
- Television Public Service Announcement under development this year. The goal is to have them ready to run in the winter 2009 with an ALB and firewood message.
- Additional use of print ads in vacation venue publications

What can our partners do?

Share the word on ALB by:

- Using and distributing firewood posters.
- Can you put an ALB display at your place of business?
- Why not link to informative websites such as USDA APHIS and/or Forest Service or others concerned about firewood movement.
- Write articles in agency or organization newsletters about firewood as a vector.
- Adhere to quarantine regulations, educate customers.

Need More?

Contact me if you would like additional info on ALB, check into giveaways, or share insights or new ideas.

- Suzanne Bond at 301-734-5175
- Log onto the APHIS website for more information:
 - www.aphis.usda.gov/ALB or find ALB under “Hot Issues” on the APHIS homepage.

If you are in the New York and New Jersey area this summer, watch for ALB transit ads....