Current Research Objectives

Dr. Ariel Singerman, Assistant Professor, Agricultural Economics, CREC (singerman@ufl.edu)

**Research topic:** Economics of Area-Wide Pest Management

**Primary Research Objective(s):** Analyze whether area-wide pest management is useful against HLB

**Research Goal:** Obtain an estimate of differential profit from well-performing areas, and also better understand producers’ attitudes toward area-wide pest management to enhance grower participation

**Outcomes to date:** Despite the relatively high benefit we found area-wide pest management can provide, the strategic uncertainty involved in relying on neighbors seems to impose too high of a cost for most growers. Our results help explain the program’s current lack of widespread adoption.

**Funding source for this objective(s):** IFAS Early Career Scientist Seed Fund