



Stakeholder Outreach Toolkit 2017



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1 | Hungry Pests Background

THE THREAT

It's up to each of us to help stop hungry pests.

Hungry pests are invasive species that threaten to harm our crops and trees. Left unchecked, they can devastate entire agricultural industries, eliminating jobs, threatening our food supplies and costing billions.

There are things that everyone can do to help stop the spread. It's up to each of us to make sure we're not packing a pest when we move things outdoors, go camping or travel internationally.

Please visit the **Pest Tracker Map** on www.HungryPests.com to see if the U.S. Department of Agriculture has placed any restrictions on the movement in or out of your state for fruits, vegetables, plants, firewood and other items that could spread one or more of the invasive pests listed below.

Also, do your part and be aware of any regulations and potential risks in your area. And if you see a pest, report it. With your help, we can protect so much that we value.

PESTS PEOPLE CAN UNKNOWINGLY SPREAD

The following Hungry Pests may have been reported in your state or could survive year-round and cause damage. To learn more, visit www.hungrypests.com/the-spread.



Asian Citrus Psyllid

- This tiny gnat-sized insect carries a bacterium that causes greening disease. Its spread is a serious threat to America's citrus plants and fruit.
- **What's at risk:** Citrus plants and citrus plant relatives



Asian Gypsy Moth

- The caterpillars may attack more than 500 tree and shrub species and could cause serious damage to our landscapes and natural resources.
- **What's at risk:** A wide variety of North American trees and shrubs





Asian Longhorned Beetle

- Threatens hardwood trees, urban and suburban shade trees and forest resources valued at billions of dollars.
- **What's at risk:** Hardwood trees, including maple, elm, willow and ash



Citrus Greening Disease

- A bacterial disease that threatens much of America's citrus-growing industry. It spreads primarily via the Asian citrus psyllid.
- There is no known cure for citrus greening disease.
- **What's at risk:** Citrus plants and citrus plant relatives



Coconut Rhinoceros Beetle

- Coconut rhinoceros beetles attack and can kill many species of palms. Their damage can reduce coconut and date production.
- **What's at risk:** Many palm species, including coconut, date and oil palms, and a number of crops



Emerald Ash Borer

- Responsible for the destruction of tens of millions of ash trees in well over half the states.
- There are a variety of treatment options that can serve as a control measure for the EAB, but they are not a cure. Treatment can help prevent infestations, but must be applied annually.
- **What's at risk:** Ash trees



European Grapevine Moth

- A significant agricultural pest throughout much of the world. Attacks both the flower and fruit of host plants.
- **What's at risk:** Wine and table grapes



European Gypsy Moth

- The caterpillars attack more than 300 species of trees and shrubs, posing a danger to North America's forests.
- **What's at risk:** More than 300 species of trees and shrubs



False Codling Moth

- A threat to many of our fruits, vegetables and other crops. It can survive in climates that are tropical, dry or temperate.
- **What's at risk:** More than 100 plants, fruit trees and crops



Giant African Snail

- One of the most damaging snails in the world.
- Reproduces quickly, producing about 1,200 eggs in a single year.
- **What's at risk:** More than 500 types of plants, plus plaster and stucco



Imported Fire Ant

- These small ants eat crops and have a fearsome sting. Their large nests can damage agricultural equipment.
- **What's at risk:** Corn, soybean, okra and citrus, among other crops



Khapra Beetle

- This tiny beetle is a destructive pest of stored grain and other dried plant and animal products.
- **What's at risk:** Stored grains



Light Brown Apple Moth

- Damages avocado, beans, certain berries, grapes and many plants found in backyard gardens.
- Although easily controlled with treatments, including organic methods, any new infestation is unwelcome.
- **What's at risk:** More than 2,000 species of plants and trees and 250 agricultural crops



Mediterranean Fruit Fly

- Considered one of the most damaging agricultural pests in the world. Mediterranean fruit fly larva feed on commercial and backyard fruit trees, and garden fruits and vegetables making them inedible.
- **What's at risk:** More than 300 varieties of fruits, vegetables and nuts. Some hosts include apple, apricot, avocado, bell peppers, citrus, nectarine, peach, persimmon, tomato and walnut



Mexican Fruit Fly

- Larva feed on fruit trees and crops, including avocado, peach, citrus and mango. It is a serious threat to commercially grown crops, backyard trees, and garden fruits and vegetables.
- **What's at risk:** More than 50 fruits and vegetables



Old World Bollworm

- The old world bollworm feeds on a wide range of plants and high-value crops. It is a significant threat to U.S. agriculture.
- **What's at risk:** Corn, cotton



Oriental Fruit Fly

- Known to attack many fruits and vegetables, including apricots, cherries, citrus, figs, peaches, pears, plums and tomatoes. Oriental fruit flies are a serious threat to commercial production and gardens.
- **What's at risk:** More than 230 types of fruits and vegetables



Spotted Lanternfly

- This plant hopper feeds on a wide range of plants and trees. It is a serious threat to apple, oak, walnut and poplar trees, grapes, stone fruit and trees used for logging.
- **What's at risk:** Grapes, orchard fruits and trees



Sudden Oak Death

- Considered especially dangerous because it affects a wide variety of trees and there is no known cure.
- **What's at risk:** A wide variety of trees, including hardwoods, softwoods and certain landscape ornamental plants

2 | What You Can Do

HOW TO REPORT A HUNGRY PEST

For **plant pest or disease**, contact your [State Plant Health Director](#).

For **animal pest or disease**, contact your local [USDA Veterinary Services](#) office.

WHEN TO CONTACT USDA

For moving **plants and plant products**, importing or exporting them, or any other plant health issue, contact the Animal and Plant Health Inspection Service Customer Call Center:

Phone: **1-844-820-2234** • Open Mon-Fri from 8:30 a.m. to 5 p.m. Eastern

IT'S UP TO EACH OF US TO LEAVE HUNGRY PESTS BEHIND

When it comes to preventing the spread of invasive pests, every one of us can play a big role. By doing the right things, we can all help stop this threat to so much that we value. Please do your part and learn what you can do to leave Hungry Pests behind.

These damaging pests can hitchhike from place to place on our cars and trucks, and hide in or on fruit, vegetables, plants, firewood or familiar outdoor items. But we can all learn to be more careful when we're traveling or involved in outdoor activities. Working together, we can protect our crops and trees from harm.

The first step is to be aware of the pests that might be a threat in your area. Then, be sure to cooperate with any regulations or quarantines that might be in effect. Finally, take care to be sure you're never packing a pest.

Preventing the introduction and establishment of invasive species in a new area is everyone's responsibility. And there are important, simple things we should all be aware of:

- ▶ Invasive pests can easily be transported in or on living plants or fresh products such as fruit.
- ▶ Many pests can be found in recently destroyed plant material, including firewood, lumber and wood-packaging material. Avoid the long-range movement of these items to help slow the spread of pests.
- ▶ Buy your seeds and plants from a trusted source and avoid using invasive plant species at all costs.



Based on your outdoor activities, outdoor hobbies or occupation, you can take many specific actions. See the examples below for more information.



INTERNATIONAL TRAVELERS

Traveling internationally? Be sure you're not bringing home a pest.

It's easier than ever to travel the world. Unfortunately, the same is true for Hungry Pests. Bringing home an exotic fruit or plant may seem innocent, but without knowing it, you may also bring along a dangerous stowaway. Please do your part to help protect our crops and trees.

- ▶ [Declare](#) all food, live animals, and plant or animal products to a U.S. Department of Homeland Security Custom and Border Protection officer or agriculture specialist at the first port of entry.
- ▶ Research the admissibility of plant and animal products before your trip. You can call USDA at **(301) 851-2046** for questions about plants and plant products, and **(301) 851-3300** for questions about animals and animal products.
- ▶ Please keep in mind that certain foods are restricted in order to protect community health, preserve the environment, and prevent the introduction of devastating pests and diseases to domestic plants and animals.
- ▶ If you suspect agricultural smuggling, please call USDA's Smuggling Interdiction and Trade Compliance Unit at **(800) 877-3835**.



OUTDOOR ENTHUSIASTS

Getting outdoors is great, as long as we all leave Hungry Pests behind.

Hikers, bikers, campers and outdoor enthusiasts share a special responsibility. When we get close to nature, it also means that nature can get close to us. In fact, something unwanted may try to hitch a ride home. It's important to be careful and make sure we're helping to take care of the outdoors we love.

- ▶ To avoid spreading invasive plant seeds, learn to recognize non-native plant infestations and avoid passing through them.
- ▶ Clean equipment, boots, animals and gear between trips, or preferably before leaving an infested area. Make sure to remove all seeds and other plant parts.
- ▶ Report any invasive pest sightings to the local land manager or [local USDA office](#).
- ▶ Always use weed-free hay and feed for your animals.
- ▶ Invasive pests and their larvae can hide and ride long distances in firewood. Don't give them a free ride to start a new infestation. Buy firewood where you plan to burn it. Only use wood that already has been responsibly harvested near the place you plan to burn it. Or buy and use wood that has been heat-treated or certified as safe to use.





HUNTERS

Hunting can inspire a powerful sense of stewardship. Do your part to help prevent the spread of Hungry Pests.

- ▶ Use only native plants for food plots. Native plants provide much better food and cover for wildlife.
- ▶ Clean your boots, hunting gear, truck bed and tires after a hunting trip to make sure you are not spreading seeds, insects or spores to a new location.
- ▶ Buy firewood where you plan to burn it. Only use wood that already has been responsibly harvested near the place you plan to burn it. Or buy and use wood that has been heat-treated or certified as safe to use.
- ▶ Learn to identify the invasive species in your area.
- ▶ Report any sightings to your [extension agent](#) or [local USDA office](#).



GARDENERS

Gardeners know nature's balance. Be careful not to tilt the scales with a Hungry Pest.

A gardener's hand can beautify and transform a landscape. And with that ability comes responsibility. Be sure that Hungry Pests aren't part of your design. Keep your eyes open and know the right things to do.

- ▶ Always [declare](#) any plant material brought in from travel abroad.
- ▶ Buy your plants from a reputable source. Avoid using invasive plant species at all costs.
- ▶ Remove invasive plants from your garden.
- ▶ Until you are able to rid your garden of invasive plants, be responsible and remember to remove and destroy seed heads before they can spread. Also, don't share invasives with other gardeners.
- ▶ Talk to other gardeners about invasives and how you plan to help in the fight against them.
- ▶ If you are worried that your garden will lose its luster after removing invasives, talk to your local Native Plant Society or Exotic Pest Plant Council. These organizations will be able to suggest suitable native replacements.
- ▶ Report any suspected invasive species to your [extension agent](#) or [local USDA office](#).
- ▶ If you suspect agricultural smuggling, please call USDA's Smuggling Interdiction and Trade Compliance unit at **(800) 877-3835**.





BIRD WATCHERS

Bird watching is about observation. The same can be true for stopping Hungry Pests.

Bird watching is about patience, keen observation and careful identification. Those are skills that can also help stop the spread of Hungry Pests. Please do your part when outdoors.

- ▶ To avoid spreading seed of invasive plants, learn to recognize infestations and avoid passing through them.
- ▶ Clean equipment, boots and gear between trips or, preferably, before leaving an infested area. Make sure to remove all seeds and other plant parts.
- ▶ Report any invasive sightings to the local land manager or [local USDA office](#).



RANCHERS AND FARMERS

Ranchers and farmers know exactly what's at risk. We can't let Hungry Pests win.

America's farm fields and pasture lands are the final battle line in the fight against Hungry Pests. The stakes are high, and we have the responsibility to know the right things to do to help take care of all of our great natural and agricultural resources. Please do your part.

- ▶ Learn to identify the invasive species in your area.
- ▶ Report any sightings to your [extension agent](#) or [local USDA office](#). The sooner invasive species are detected, the easier and cheaper it is to control them.
- ▶ Clean your boots, gear, truck bed, tires and harvesting equipment after working a site to make sure you are not spreading seeds, insects or spores to a new location.
- ▶ Be sure to control invasive plants along fencerows, ditches and other areas adjacent to fields.
- ▶ Always use weed-free hay and feed for your animals.



LOGGERS AND FORESTERS

Loggers and foresters know our trees are a priceless resource. Help stop the spread of Hungry Pests.

America's forests are a natural resource of profound beauty and value. And each species of tree stands as a special source of jobs, industry and production. Invasive pests, if left unchecked, can interrupt our unique relationship with the bounty of our forests. Please help to stop the spread.

- ▶ Learn to identify the invasive species in your area.
- ▶ Report any sightings to your [extension agent](#) or [local USDA office](#). The sooner invasive species are detected, the easier and cheaper it is to control them.



- ▶ Control invasive species before the start of harvesting activities (this includes raking for pine straw). Invasive plants spread quickly after a disturbance. Reducing populations before disturbing them is the best defense.
- ▶ Clean your boots, gear, truck bed, tires and harvesting equipment after working a site to make sure you are not spreading seeds, insects or spores to a new location.



COMMERCIAL PRODUCERS

Commercial producers are the frontlines in the fight against Hungry Pests. Keep your eyes open and our country safe.

From nurseries to vineyards to honey production, our commercial agricultural and plant producers are closer than most to the comings and goings of the plant and insect world around us. And the responsibility is great to take care to always do the right thing to help stop Hungry Pests.

- ▶ Never bring nursery stock, budwood or bees into the country, unless you have a permit from USDA and follow all permit requirements. Doing so could introduce devastating pests and diseases. For permit information, call **(301) 851-2046** or **(877) 770-5990** toll-free or email plantproducts.permits@aphis.usda.gov.
- ▶ If you suspect agricultural smuggling, please call USDA's Smuggling Interdiction and Trade Compliance Unit at **(800) 877-3835**.



7 WAYS TO LEAVE HUNGRY PESTS BEHIND



Don't move firewood. Instead, buy firewood near where you plan to burn it, buy certified, heat-treated firewood or gather on site when permitted.



Buy your plants from a reputable source and avoid using invasive plant species at all costs.



Don't bring or mail fresh fruits, vegetables or plants into your state or another state, unless agricultural inspectors have cleared them beforehand.



Cooperate with any agricultural quarantine restrictions and allow authorized agricultural workers access to your property for pest or disease surveys.



Wash outdoor gear and tires between fishing, hunting or camping trips. Clean lawn furniture and other outdoor items when moving from one home to another.



If you see signs of an invasive pest or disease, write down or take a picture of what you see and then report it to your state.



Declare all agricultural items to customs officials when returning from international travel. Call USDA to find out what's allowed:

(301) 851-2046 for plant questions.

(301) 851-3300 for animal questions.

Go to <http://www.aphis.usda.gov/travel/> to learn more.

3 | Frequently Asked Questions

WHAT IS AN INVASIVE PEST?

An invasive pest is an organism that is introduced into an area beyond its natural range and becomes a pest in the new environment. They are also referred to as alien, non-native or introduced pests. An invasive pest does not occur naturally in a specific area, and therefore, may not have any natural enemies. The introduction of invasive pests may cause economic (including agricultural) or environmental harm, or harm to human health.



HOW DO INVASIVE PESTS SPREAD?

There are a few ways pests enter the U.S. and cross state lines:

- ▶ On or in commercial shipments of plants, food and other materials.
- ▶ By “hitchhiking” on or in vehicles, fruits, plants, seeds or animals when travelers enter the U.S. or any state.
- ▶ When travelers bring prohibited fruits, plants, seeds, animals and other items back from other states or countries.

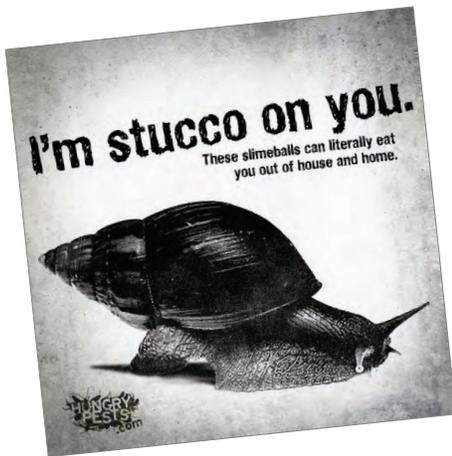
WHAT KINDS OF DAMAGE CAN INVASIVE PESTS CAUSE?

Invasive pests are considered the second greatest threat to biological diversity after habitat loss. If allowed to enter and become established in a state, these pests and the diseases brought with them increase food and fiber costs, increase pesticide use, and cause damage to native species of plants and animals, forests, watersheds, lakes, rivers and water-delivery systems.



WHO MONITORS AND WORKS TO CONTROL INVASIVE PESTS?

State and federal authorities, including each state’s agriculture department, the United States Department of Agriculture’s Animal and Plant Health Inspection Service and U.S. Customs and Border Protection, work together to keep invasive pests out of the country, and monitor for and control any that become established.

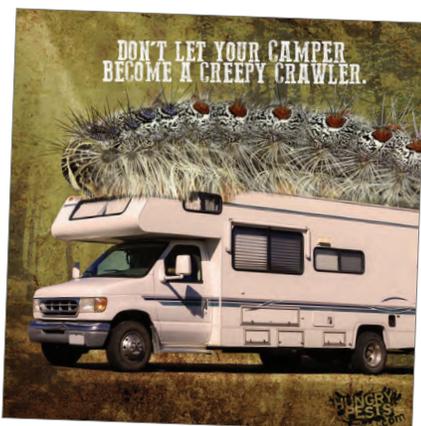


WHAT ARE THE TOP INVASIVE PEST THREATS PEOPLE CAN UNKNOWINGLY SPREAD IN THE U.S.?

Damaging invasive pests/diseases that U.S. residents can accidentally spread include: the Asian citrus psyllid, Asian gypsy moth, Asian longhorned beetle, citrus greening disease (Huanglongbing), coconut rhinoceros beetle, emerald ash borer, European grapevine moth, European gypsy moth, false codling moth, giant African snail, imported fire ant, Khapra beetle, light brown apple moth, Mediterranean fruit fly, Mexican fruit fly, old world bollworm, Oriental fruit fly, spotted lanternfly and sudden oak death.

I DON'T WORK IN AGRICULTURE. WHY SHOULD I CARE ABOUT INVASIVE PESTS?

The risks from invasive pests stretch well beyond agriculture and affect everyone. When exotic insect pests are excluded from local ecosystems, we all benefit from lower food costs, increased recreational value of public and private lands, and protection of urban and rural landscapes.



WHAT CAN I DO TO STOP INVASIVE PESTS FROM ENTERING THE U.S. OR CROSSING STATE LINES?

You may live in an area under quarantine for an invasive pest. Call a [USDA office](#) before moving homegrown produce, plants and plant parts. After international travel, always declare all food, live animals, and plant or animal products to a U.S. Department of Homeland Security Custom and Border Protection officer or agriculture specialist at the first port of entry.

4 | General Stakeholder Materials

PUBLIC SERVICE ANNOUNCEMENTS



“A Lot of Mouths to Feed,” :60, :30 and :15 TV PSAs

Download the Hungry Pests TV PSAs for your outreach and communications efforts.

[Download](#) 60 Second Spot

[Download](#) 30 Second Spot

[Download](#) 15 Second Spot

“I Try to Fit In,” :60 and :30 Radio PSAs

Download the Hungry Pests radio PSAs for your local stations or your outreach and communications efforts.



[Download](#) 60 Second Spot

[Download](#) 30 Second Spot



POWERPOINT

[Download](#) the Hungry Pests PowerPoint for your outreach and communication efforts.

SOCIAL MEDIA

Imagery

[Download](#) and use any of these images for your social media efforts.



Facebook Posts and Twitter Feeds

[Download](#) Twitter feeds and Facebook posts for your outreach and communication efforts. Just copy/paste and spread the word!



PEST CARDS

Download the files below for the pests in your area and print them on card stock. A space for a die-cut hole is indicated on each card. Mix and match per your state's needs and attach them on key rings for easy viewing.



- [Asian Citrus Psyllid](#)
- [Asian Longhorned Beetle](#)
- [Citrus Greening](#)
- [Emerald Ash Borer](#)
- [European Grapevine Moth](#)
- [False Codling Moth](#)
- [Giant African Snail](#)
- [Gypsy Moth](#)
- [Khapra Beetle](#)
- [Light Brown Apple Moth](#)
- [Mediterranean Fruit Fly](#)
- [Mexican Fruit Fly](#)
- [Oriental Fruit Fly](#)
- [Sudden Oak Death](#)

POSTER

- [Download](#) and print the Hungry Pests poster for your outreach and communication efforts.

FLYERS

Download and print the Hungry Pests flyers for your outreach and communication efforts.

- [Generic](#)
- [Customizable](#)





CUSTOMIZABLE BROCHURE

[Customizable Brochure](#)

BANNER DISPLAYS

Download and print the banner displays for your outreach and communication efforts. Perfect for meetings, presentations and tradeshow booths.

[80"H x 35.5"W](#)



INFOGRAPHICS

- [Seven Ways to Leave Hungry Pests Behind](#)
- [Tips to Protect Gardens and Landscaping](#)
- [Tips for Outdoor Enthusists](#)
- [Holiday Tips](#)



ARTICLES

Feature Articles

Download Hungry Pests feature articles for your outreach and communication efforts. Just copy/paste for your next newsletter mailing.

- [Protect Gardens From Invasive Pests](#)
- [How Hikers And Campers Can Help Nature](#)

Short Newsletter Story

[Download](#) the short e-news article for your outreach and communication efforts. Just copy/paste for your next newsletter mailing.





ADVERTISEMENTS

Banner Ads Static Version - 3 Sizes

Download the Hungry Pests banners for your outreach and communication efforts.

 [160x600](#)

 [300x250](#)

 [728x90](#)

Print Ad

Download and use the print ad for your outreach and communication efforts.

 [2.25" x 3"](#)

BOOKMARK

 [Download](#) and print the Hungry Pests bookmark for your outreach and communication efforts.

BUMPER STICKER

 [Download](#) and print the Hungry Pests bumper sticker for your outreach and communication efforts.

MAGNET

 [Download](#) and print the Hungry Pests magnet for your outreach and communication efforts.

GRAPHIC ICONS

Download the Hungry Pests graphic icons to add to baseball caps, key chains, bottle cozies or other promotional items.

 [English Graphics](#)



ADHESIVE NAME BADGES

Download and print the Hungry Pests name badges for your outreach and communication efforts.

 [2-1/3" x 3-3/8," 8 per sheet](#)



YOUTH ACTIVITY

 [Download](#) and print the Hungry Pests Youth Activity Guide to enhance your educational programs.

BLOG POST

 [Download](#) the blog post for your outreach and communication efforts. Just copy/paste for your next blog post.

ADDITIONAL LANGUAGES

 Visit the [Spanish Partner Tools](#) page.

 [Chinese Language Tools](#)

 [Vietnamese Language Tools](#)

