



Insect ID Smartphone App Now Available!

Grower Members:

As many of you know, we have been working with our partners at Laughlin Constable, Ocean Spray, and the University of Wisconsin/UW Extension on the development of an insect identification smartphone app. We're happy to share that the application prototype, which is being supported by a USDA specialty crop block grant, is **now available!**

We set out to develop this application with a goal of providing a tool that growers could use to quickly identify insects and pests in the field by simply taking an image of the insect on their smartphone and receiving a real-time identification. The prototype released today is a realization of that goal – **but we need your help for the app to reach its full potential!**

WHY?

The application uses artificial intelligence (AI) technology to make identifications, relying on a database of images for comparison. Artificial intelligence programs like this work best when there are hundreds, or even thousands, of images against which to compare. Because of the limited number of insect images we have been able to gather to date, the app is currently limited to identifying seven commonly-found pests:

- Sparganothis Fruitworm
- Red-Headed Flea Beetle
- Blackheaded Fireworm
- Cranberry Fruitworm
- False Armyworm
- Cranberry Tipworm
- Big Cranberry Spanworm

WHAT WE NEED YOU TO DO TO HELP

Please download and use the application! Each insect image you take or upload to the app this growing season will help greatly expand the database and educate the AI technology, leading to better and more accurate identifications, and allowing us to offer a broader range of insect identifications in the future.

We will re-categorize new images and make monthly updates through the growing season, and we appreciate your support and patience as we continue to develop and enhance the application. If you have questions or feedback, please feel free to share them by emailing support.cranberrybugz@laughlin.com.

HOW DO WE USE THE APP?

The application is available for download at the following links:

Android version – https://play.google.com/store/apps/details?id=com.lc.cranberry_bugz

Apple version – <https://itunes.apple.com/us/app/wisconsin-cranberry-growers/id1456079807?ls=1&mt=8>

For those of you attending the Spring Grower Workshops, Sean Barry from Laughlin Constable and Lindsay Wells-Hansen from Ocean Spray will conduct a brief training. We also created a how-to video explaining how to register, log in and use the application. Please view that video here: <https://youtu.be/1zQOfnEBQfs>.

Finally, when capturing images or uploading them to the application, please follow these helpful tips:

- Each image should only have one insect in it.
- The insect should be visible/close enough that a human could identify it.
- Diversity in images will help better teach the application, so feel free to take photos at a variety of angles, during different times of day, and with different backgrounds (net, hand, plant, etc.).

Thank you in advance for your support of this application and we look forward to hearing your thoughts on it!