Consumer Horticulture

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Consumer Horticulture

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
102	Soil, Plant, Water, Nutrient Relationships	20%		10%	
132	Weather and Climate	20%		10%	
205	Plant Management Systems	20%		60%	
211	Insects, Mites, and Other Arthropods Affecting Plants	20%		10%	
213	Weeds Affecting Plants	20%		10%	
	Total	100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	2.1	0.0	8.4	0.0
Actual	1.0	0.0	1.6	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	0	62785	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
90823	0	79558	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
238123	0	41334	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

This year, the Master Gardner program celebrated 30 years of being a trusted resource for Minnesota's gardeners. A widely disseminated newsletter provides information about current gardening perils, andthe volunteer program mobilizes Minnesotans to work in community to share research-based information.As a result, the program expands green space and social connections among community members.

In 2007, the Master Gardener program continued to conduct outreach to learn how to better reach Minnesotans underserved by the program.Urban gardening is just one way that Master Gardeners reach low-income and minority neighborhoods.

Two standout projects happened with the Urban Gardening program. 1)UMN Master Gardeners worked with Twin Cities Habitat for Humanity to help residents select grass seed and plants for their yards. Master Gardeners provided thesefirst-time homeowners and low-income families with basic gardening education. Volunteers provided guidance on seeding lawns, selecting plants for general landscaping, and more.2)A collaboration with Sabathani Center mobilized three of Extension's programs to help this low-income urban community plant gardens, understand the nutritional benefits of gardening, and nurture leadership within the participants attracted to the urban gardening program.

2. Brief description of the target audience

From the large group of horticultural information consumers, two distinct audiences have been selected be reached with specially designed programs. Audience #1 is people who need horticultural answers to questions and want a timely response. For this audience, we provide problem-specific information with as little "friction" as possible. Audience #2 is people who want to build, or whom we seek to build, basic knowledge in horticulture and environmental stewardship.For these audiences, there are opportunities for in-depth classes and/or longer-term educational experiences.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	66000	51000	5000	0
2007	124072	935411	5500	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	0
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	0	3	3

V(F). State Defined Outputs

Output Target
Output #1

Output Measure

Master Gardeners trained by Extension will deliver hours of educational service to the residents of Minnesota. (Target expressed as the number of volunteer hours committed by Master Gardeners.)

Year	Target	Actual
2007	65000	103346

V(G). State Defined Outcomes

O No.	Outcome Name
1	Minnesotans interested in horticulture will deepen their knowledge of horticulture content. (Target expressed as a percentage of persons reporting new knowledge.)
2	Minnesotans with answers to horticulture questions will act on university-based research. (Target expressed as percentage of users who report using the information.)

Consumer Horticulture
Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area

V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought,weather extremes,etc.)
Competing Programmatic Challenges

Brief Explanation

The emerald ash borer infestation puts Minnesota's ash trees at great risk.Master Gardeners are working proactively on public awareness of prevention activities that can mitigate effects, or at least "buy time."

The disseminated educational model of the Master Gardner program -- with volunteers delivering educational content to interested community members -- makes tracking and evaluation of outputs and impacts difficult.In the coming years, the evaluation coordinator will work with the team to determine possible strategies to assure program accountability.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Other (Benefits Study)

Evaluation Results

In 2006, a survey to determine perceived public benefits by four stakeholder groups was conducted.They were: 1) citizens in counties where Master Gardener programs worked; 2) County decision-makers; 3) Master Gardeners; and 4) Extension staff.Analysis of the data revealed eight benefits that were perceived consistently by each of the stakeholder groups.The eight benefits are:

•Master Gardener programs improve the natural environment through public education that leads to reduced yard waste, water runoff, pollution, and demands on waste management and landfill systems. •Master Gardener programs reduce the spread of hazardous plants, diseases, and insects through public education and consorted collaborative strategies. •Master Gardener programs increase the effectiveness of community public service organizations (such as Habitat for Humanity and farmers markets) by partnering with these organizations to broaden and strength their capacity around horticulture solutions. •Master Gardener programs increase the safety and health of Minnesotans through public education about appropriate use of pesticides. •Master Gardener programs increase the social, emotional, and cognitive abilities of children and youth by engaging them in horticulture through the Junior Master Gardener program, collaboration with schools, and other youth programs. •Master Gardener programs provide Minnesota's vulnerable populations (such as children, elderly, and people with disabilities) with increased access to meaningful, multi-skill, community-focused activities. •Master Gardener programs increase Minnesotans' access to University of Minnesota Extensionthrough its broad and continuous public presence and its referrals of public to other Extension services. •Master Gardener programs increase Minnesotans' access to tax supported University of Minnesota research-based information.

Key Items of Evaluation

The public benefits study uncovered eight benefits commonly witnessed by four stakeholder groups.