

Home Horticulture and Environment

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Home Horticulture and Environment

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

| KA Code | Knowledge Area | %1862 Extension | %1890 Extension | %1862 Research | %1890 Research |
|---------|---|-----------------|-----------------|----------------|----------------|
| 101 | Appraisal of Soil Resources | 5% | | | |
| 205 | Plant Management Systems | 50% | | | |
| 211 | Insects, Mites, and Other Arthropods Affecting Plants | 10% | | | |
| 212 | Pathogens and Nematodes Affecting Plants | 10% | | | |
| 213 | Weeds Affecting Plants | 15% | | | |
| 216 | Integrated Pest Management Systems | 10% | | | |
| | Total | 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 | 9.0 | 0.0 | 0.0 | 0.0 |
| Actual | 9.6 | 0.0 | 0.0 | 0.0 |

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

| Extension | | Research | |
|-------------------------------|----------------|----------------|----------------|
| Smith-Lever 3b & 3c 608638 | 1890 Extension | Hatch | Evans-Allen |
| | 0 | 0 | 0 |
| 1862 Matching | 1890 Matching | 1862 Matching | 1890 Matching |
| 0 | 0 | 0 | 0 |
| 1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other |
| 0 | 0 | 0 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

Some of the major activities under this program are Master Gardener training (core course), advanced Master Gardener training, Garden 'N Grow training and workshops for garden center employees. Other activities include the Plants of Merit and HortLine programs in cooperation with Missouri Botanical Gardens, homeowner workshops, Lifespan Learners Series, Responsible Home Horticulture Series, booths at home shows and fairs, Plant a Row for the Hungry, Horticulture Therapy in Nursing Homes and the Home*A*Syst Program.

2. Brief description of the target audience

The ultimate target audience of this program is individuals with an interest in gardening. However, to reach this diverse and highly dispersed audience, MU Extension will need to use several community multipliers of information. One highly important audience will be the Master Gardener volunteers. After receiving training, Master Gardeners contribute volunteer hours to assist with dissemination of horticultural information through speaking engagements, workshops, information booths, youth programs, Extension Center hot lines, demonstration plantings and other activities. Youth groups including 4-H are another important target audience. Many young people will enroll in the Garden 'N Grow program.

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 | 5000 | 10000 | 500 | 0 |
| 2007 | 12062 | 23677 | 626 | 244 |

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 | 0 | 0 |

V(F). State Defined Outputs**Output Target****Output #1****Output Measure**

Provide two in-service training sessions for regional Extension specialists on an annual basis.

| Year | Target | Actual |
|-------------|---------------|---------------|
| 2007 | 2 | 1 |

Output #2**Output Measure**

Develop or revise 10 guide sheets a year for regional extension specialists to use in producer meetings.

| Year | Target | Actual |
|-------------|---------------|---------------|
| 2007 | 10 | 15 |

Output #3**Output Measure**

Two print and electronic newsletters devoted to pest and horticulture crop management will be developed and distributed to regional specialists and other clientele.

| Year | Target | Actual |
|-------------|---------------|---------------|
| 2007 | 24 | 12 |

V(G). State Defined Outcomes

| O No. | Outcome Name |
|-------|---|
| 1 | Master Gardeners, garden center employees, retired persons and home gardeners will become more aware of the importance of plants in people's lives. |
| 2 | Master Gardeners, garden center employees, retired persons and home gardeners will increase their knowledge of basic plant growth. |
| 3 | Master Gardeners, garden center employees, retired persons and home gardeners will increase their knowledge of which species and varieties of fruits, vegetables and ornamentals are best adapted to Missouri conditions. |
| 4 | Master Gardeners, garden center employees, retired persons and home gardener will increase understanding of the basics of plant health care including soils, pruning, fertilization and management of disease problems and insect pests in and around the home. |
| 5 | Nursing home managers will become more aware of the potential for horticultural therapy to improve the quality of life for residents. |
| 6 | 4-H members will improve their gardening skills and awareness of where food comes from. |
| 7 | Increase the percentage of Missourians participating in gardening activities. |
| 8 | Increase the number of new Master Gardeners completing the core training. |
| 9 | Increase sales of Plants of Merit plants. |
| 10 | Increase use of soil sampling and plant diagnostic services by home gardeners. |
| 11 | Increase the number of nursing homes using horticultural therapy. |
| 12 | Increase the number of young people completing the Garden 'N Grow project. |
| 13 | Increase the number of Master Gardner volunteer hours and contacts. |

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 Public priorities

Competing Programmatic Challenges

Brief Explanation

Staffing limitation was the major factor affecting program outcome. Most state Extension specialists in horticulture have responsibilities in teaching, research and extension and, therefore, have limited time to devote to this program. Regional Horticulture Specialists have responsibilities in up to 10 counties and in multiple program areas. Also, there have been several regional specialist vacancies that have reduced the FTE available for Home Horticulture and Environment program activity. Responses to requests for information on helping plants recover from drought, ice storms and freezing injury have taken a considerable amount of time on the part of state and regional specialists as well.

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

1. Evaluation Studies Planned

Retrospective (post program)

Before-After (before and after program)

During (during program)

Evaluation Results

Surveys collected at the end of nearly all Master Gardener core training series ask participants to evaluate program effectiveness and impact on their likelihood of adopting improved gardening practices. On a scale of 1-4, with 4 best, the average rating tends to be about 3.5. Results of a follow-up survey mailed to participants in the Show-Me Yards and Neighborhoods workshops in Columbia, MO, are indicative of the potential impact of a workshop focusing in improved horticultural practices. With a 25 percent return rate of 200 mailed surveys, 70 percent of the respondents changed the amount of fertilizer they applied to their lawns. Sixteen percent had taken a soil test of their lawns since attending a workshop. Seventy-four percent of the respondents reduced the amount of pesticides used on their lawns. Forty-four percent of the respondents had measured their lawns. This would likely lead to more accurate application rates of fertilizer and pesticides. Seventy-one percent of the respondents indicated they are reading fertilizer and pesticide labels more closely. Twelve percent indicated they had determined where stormwater leaves their property since the workshop. Ninety-two percent said the workshops had caused them to make changes in the actions they used in establishing and maintaining their lawns.

Key Items of Evaluation

It is evident from the reception by the gardening public of programs such as Master Gardener and Show Me Yards and Neighborhoods that there is a tremendous demand for information about gardening. Also, home gardeners are increasingly concerned about the effects of their gardening activities on environmental quality. Furthermore, it is apparent that, given high quality, understandable information, gardeners tend to be willing to change their practices to be more environmentally responsible based on this information.

- 133 - Pollution prevention and mitigation
- 102 - Soil, plant, water, nutrient relationships
- 723 - Hazards to human health and safety
- 111 - Conservation and effective use of water
- 112 - Watershed protection and management
- 803 - Sociological and Technical Change Affecting Individuals, Families and Communities