

Bringing Horticulture Home

Extension Programming in Residential & Consumer Horticulture

Program Goal

This program was organized in response to a community needs assessment survey that revealed an interest in small scale food production, urban gardening, sustainable practices, and community involvement. The goal was to educate, inspire action, encourage change, and evaluate the potential economic impact of educational programming in terms of money saved, increased property value, conservation, quality of life, or knowledge gained, as perceived by participants.

Education

Educational topics were focused on techniques applicable to residential settings. Areas of interest included: Integrated Pest Management Practices in Home Fruit & Vegetable Production, Integrated Pest Management for Ornamental Landscapes, Urban Water Stewardship, Up-cycling and Reuse in the Garden, Creative Garden Design, Small Scale Food Production, Small Space Gardening, and Soil Stewardship Practices including Cover Crops, Crop Rotation, Home Compost and Fertility Management.

Delivery

The educational content was delivered through three individual programs:

- County Horticulture Outreach efforts
- Volunteer Development series "In-Depth Training"
- Horticulture Education series "Gardeners' Toolshed"

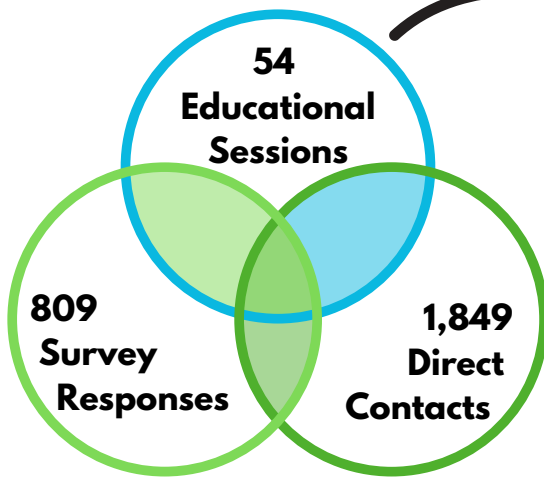
All programs were free and open to the public.

A combination of delivery methods was utilized including 44 Presentations, 6 Workshops, & 4 Demonstrations.

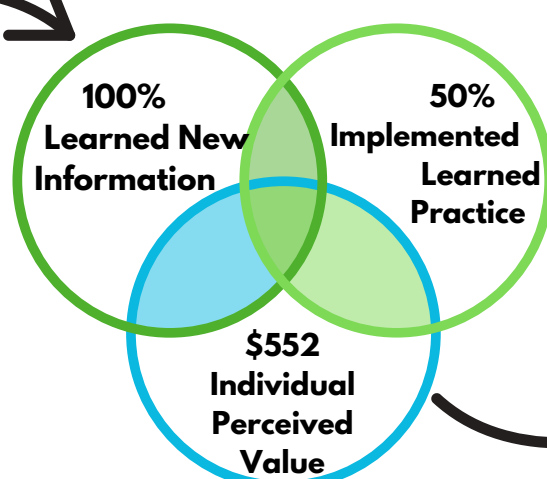
Evaluation

Assessments were collected using various methods, but consistent criteria. The In-Depth Training series evaluation included a pre & post knowledge evaluation, the Gardeners' Toolshed series included only a post assessment. The general Horticulture Outreach assessment was less formal with simple verbal confirmation of knowledge gained. All 1,849 participants were sent a follow-up year end assessment to evaluate implementation and perceived value. 809 responded, reflecting a 43% response rate.

Participation



Outcome



**\$1,020,648
Economic
Impact**

