

2007 University of Wyoming Combined Research and Extension Plan of Work

(PSAS) Urban Horticulture and Master Gardeners

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

- 102 15% Soil, Plant, Water, Nutrient Relationships
- 111 10% Conservation and Efficient Use of Water
- 124 10% Urban Forestry
- 206 20% Basic Plant Biology
- 211 10% Insects, Mites, and Other Arthropods Affecting Plants
- 212 5% Pathogens and Nematodes Affecting Plants
- 213 10% Weeds Affecting Plants
- 216 15% Integrated Pest Management Systems
- 806 5% Youth Development

V(C). Planned Program (Situation and Scope)

1. Situation and priorities

In Wyoming, horticulture involves commercial production of vegetables, fruits, herbaceous and woody ornamentals, turf grass sod and seed. Wyoming horticulture also involves all of these products in the consumer's homes, landscapes or businesses. Demand for consumer-based horticulture is a large local, area, and state-wide need. The commercial green industry in Wyoming is young, diverse, and widely dispersed. It is comprised of greenhouses, florists, garden centers, landscape care companies, nurseries, tree care companies, interior landscapers, etc. Wyoming's environment includes less than optimal soil conditions, a very harsh climate for many horticultural crops and growing practices; the variation in elevation across the state as well as short to very short growing seasons all contribute to difficult growing conditions. However, Wyoming consumers spend \$100,000,000 on goods and services from the green industry annually contributing a high level to Wyoming's economy. There is a tremendous level of potential for green industry growth within the next few years. Nationally, the green industries are the fastest growing segment of agricultural production today.

V(D). Planned Program (Assumptions and Goals)

1. Assumptions made for the Program

1) Information exists that can improve the profitability and sustainability of Wyoming agriculture and green industry. 2) UW College of Agriculture personnel are dedicated to collection and distribution of non-biased, research-based information. 3) Producers will be interested in alternative crop production, and will be motivated to change. 4) Consumers will be interested in alternative crop availability, and will be motivated to change. 5) Citizens will continue to participate in Master Gardener trainings and continue to volunteer in their communities. 6) Increased understanding of green industry production will increase participation by Wyoming's traditional crop producer and small acreage producers. 7) Funding will be secure for speaker honorariums, facilitation, travel, accommodations, publications, and media.

2. Ultimate goal(s) of this Program

Wyoming producers will be dependable contributors to the economic stability of the counties, areas, and state. Plant waste recycling facilities will increase production of reusable products and landfills will decrease the space needed to meet the needs of their communities. Water conservation will improve the profitability and sustainability of Wyoming's green industry and municipal water supplies. Community property values will increase due to sustained landscapes designed with sustainable plant choices. Wyoming families will increase their use of fresh produce, making healthier choices in food selection. Youth and their families will choose gardening as a healthy choice for active living.

V(F). Planned Program (Activity)

1. Activity for the Program

A variety of channels of the media will be used to familiarize the public with UW CES and AES areas of programming and personnel. Media releases in the local newspapers, radio spots and television advertisements will inform the public of upcoming Extension programs including contact persons. From the Ground Up television news segments will continue to be developed by UW CES field staff and aired on local and statewide television stations. Newsletter articles distributed both electronically and through the mail by county offices, Master Gardener organizations, area teams, and UW will reach producers, consumers and volunteers locally, area-wide, and state-wide. UW CES specialists will continue to develop Horticultural Train the Trainer events for the benefit of training UW CES field staff and long term Master Gardener volunteers. Public educational programs and conferences with invited speakers and Extension specialists and educators presenting research-based information will continue to be held in response to local, area, state, and national horticultural issues. Demonstrations of technology and skills training will

be included in education curriculum to enhance educational effectiveness. Field tours will be organized to provide producers, consumers and volunteers with the opportunity to observe industry procedures. Recruitment of Master Gardener, 4-H leaders, and youths as well as other volunteers will occur on an ongoing basis. Over the course of the five years, Wyoming will see an overall increase in the number of Master Gardeners. 4-H Vegetable and Forestry judging programs will provide youth with opportunities to evaluate the value of fresh produce and forest products. 4-H gardening project leaders and youth will receive training in proper gardening practices.