

130 Horticulture: Commercial and Consumer

Statement of Issues:

The horticulture planned program joins commercial and consumer horticulture extension programs to provide accurate, research-based information for audiences in rural and urban settings in Iowa. The ISU Horticulture Extension staff in this area has the knowledge, abilities, and network to disseminate this information to our clients. The primary emphasis of this joint programming effort is to increase the strength of the horticulture industry in Iowa by 1) increasing the production and profitability horticulture related businesses, 2) increasing the quantity and quality of horticulture information disseminated, and 3) increasing community involvement.

Performance Goals:

- Increase profitability of existing businesses related to small farm and horticulture production by increasing overall value of marketable products, efficient use of production inputs, and at the same time persevere environmental health and occupational safety.
- Conserve energy in the industry by investigating the use of co-products of the bioeconomy.
- Increase county-based connection to community of horticulture producers and users through face-to-face meetings and diverse electronic media.
- Provide knowledge, educational opportunities, and problem solving expertise for beginning farmers in alternative agriculture enterprises to be successful in horticulture plant production and marketing.
- Improve Iowa's urban and rural landscapes as a place to live through sustainable horticultural practices, including conservation of natural resources and increased biodiversity.
- Increase awareness of the economic impact of the horticulture industry in Iowa and its affects on quality of life.
- Incorporate IPM and sustainable practices in programming for not only growers but on public and commercial properties, home, landscapes, and communities. Enhance youth education to increase student's entrepreneurial skills. This being accomplished in cooperation with agricultural education programs in Iowa (such as 4-H, FFA).
- Improve the health and quality of life of Iowans through the consumption of fresh fruits and vegetables and exercise. Iowa State will continue to develop and enhance market managers ability's in growing these places of business.
- Promote and further develop agriculture/horticulture Tourism in cooperation with IDALS, IDED (wine trails, pumpkin patches, corn mazes, agritainment (agriculture plus entertainment) projects, utilization of the Reiman Gardens, etc.).
- Use technology to convey information directly to the homeowner and consumer through such programs as "Gardening in the Zone", pod-casting, Master Gardener webcasts, websites, and web accessible publications.

Output Indicators (Activities):

- Expand and enhance quality of current websites, newsletters, and publications delivered in each subject area.

- Organize multi-county, state, and multi-state conferences to present research, technical information, and promote economic development and environmental stewardship.
- Test and develop technical equipment, new practices, and co-products of the bioeconomy to enhance profitability and sustainability.
- Publish research results in refereed journals.
- Assist Extension staff with horticultural presentations to local communities.
- Continue field trials and research at ISU Research and Demonstration Farms and with commodity groups as a source of resource exploration and fact finding.
- Organize field days and educational programs to disseminate results from field trials and applied research.
- Provide financial, technical expertise, and other resources to assist new businesses. This includes beginning farmer opportunities and cross-linkages.
- Offer horticultural education opportunities to Extension staff.
- Support programs from external groups to increase profit potential of the industry and encourage adoption of Best Management Practices and IPM for environmental stewardship.

Outcome Indicators (Impact):

131 – Production methods and systems: Increase the number of clients who participate in horticulture programs on production methods, market outlets, Best Management Practices, and IPM techniques.

132 – Market development: Increase the number of new horticulture businesses and the expansion of existing horticulture businesses assisted through county ISU Extension offices. Increase the strength of farmers markets in Iowa by cooperating with IDALS and WIC programs. (Measure number of ISU staff hours for Master Market training of vendors and working at farmer’s markets).

133 – Integrated Pest Management: Increase producer/consumer awareness of IPM practices through subscriptions to home pest newsletter and contacts to Plant Disease and Insect Clinic.

134 – Consumer education: Increase the quality and quantity of horticulture information accessible to the public. (Measure number of peer-reviewed extension publications).

135 – Master Gardener education: Increase involvement of Master Gardener volunteers in their communities. (Measure the number of volunteer hours per year).

136 – Midwest Gape & Wine Industry Institute

Target Audiences:

Bioeconomy industry

Turfgrass and grounds management firms

Fruit and vegetable and alternative crop producers, sellers and processors

Growers and sellers of landscape products and services

Students considering horticulture as a career

Diverse audiences such as ethnic, inmates and staff at correctional facilities, underrepresented and underserved

Small, part-time farmers and acreage owners

Team Point of Contact:

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