

Brown County UW-Extension

Commercial Horticultural Need Assessment Survey - 2006

October 17, 2006- Green Bay Industry Firms – 24 respondents

General Questions:

1) What is your most preferred way of receiving Landscape, Turf educational information? (Circle top 3 choices)

Hard Copy-Newsletters (18)
Electronic Newsletter (4)
Newspaper (5)
CD/DVD programs (3)
T.V. (0)
Email (3)
Books/publications (6)
Magazines (5)
1:1 Consultation (5)
Group meetings (12)
Internet (1)
Radio (0)
Word of mouth (1)

2) Rank your top three educational informational need that is most important to your business: Please rank your choices below as: 1 – Very Important 2 – Medium Importance 3 – Low Importance (Note: Scores are averaged out; the higher the score, the lower the importance)

New cultivar information (1.55)
Pesticide/ herbicide updates (1.68)
Brown County diagnostic updates 1.43)
Research updates (1.59)
UW testing resources (ie soil, disease) (1.81)
Cultural information (Planting Techniques) (1.31)
Calendar of Events/Training Programs (1.71)
Phenology/Growing degree days information (2.48)
New publications announcements (1.81)
“Plants of Year” information (2.09)
Current pest problems/concerns (1.38)

3) What is your most preferred type of meeting to receive educational info? (Circle top 2 choices)

Field day meeting (11)
Local meeting with less than 50 people (7)
Panel/round table discussion (6)
Area/state meeting with greater than 100 people (0)
Demonstration workshops (16)
Interactive Field walks (6)

4) What months do you prefer to have meetings?

Winter months (4)
Any, but summer too busy (1)
January-February (2)
February (1)
Fall-Winter (2)
January-March (3)
July-August (1)
November-March (3)
November-January (1)
September-April (1)
Fall (1)
Late summer (1)
February-March (1)
Any (2)

5) How many miles are you willing to travel for a meeting? (Check one)

Less than 15 miles (1)
15 to 30 miles (14)
30 to 45 miles (5)
>45 miles (4)

6) If interested in Natural Resource management, please circle top 2 choices

Invasive species (12)
Private woodlot management (3)
Controlling Wildlife damage (8)
Ponds/ Shore land/wetland issues and mgt (14)
Property taxes/ zoning/ government regulations (3)

6) Please share any other ideas or concerns you have regarding Brown County UW-Extension:

Girdling root info; tree problem diagnosis; turfgrass weed I.D.; turf mgmt.; phosphorus & ph balance (Springview Landscape)
Vijai: I think you are going to be a great addition to the Extension & our industry. (Lizer)
Planting trees between roadway & sidewalk; home construction crews running over root systems while building on wooded lots. (Springview Landscape)
Machinery & safety field day course; show plants & results of Brown Co. Extension of rose beds, etc. (Ron Willems from Willems Landscape)
Interested in rugosa rose varieties that are good in landscape; perennials best for area, ash borer, lawn weeds such as wood violets, crabgrass, tall fescue, etc. (Ryn from Craanen Landscape)
Creative ways to meet storm water management (Gerry Andrews from Landscape Associates)
Use of irrigation in the establishment & maintenance of landscape material; educating municipalities on benefits of properly designed and maintained irrigation systems to maintain a beautiful landscape (Matt Baenen from The Sprinkler Company)
I, along with most of my co-workers, believe in educating our customers with any new information. I feel it is imperative to our business as well as our customers. Mr. Hartman has spoken rather negatively for our industry. I would like to see a more positive approach to help us out as an industry as well as more educational tips (Tony from Ivy Trails)
Soil amendment (Greenleaf Landscaping)

Would like to more detailed or higher level of research in X-files or another source. X-files tend to be somewhat basic (Pat Manning from Wyers, Inc.)

8) If you are willing to provide ideas for UW-Extension programs as part of a focus group, please provide your name and the best way to contact you in space below.

John Boerschinger, Jack's Landsape Nursery, 2794 Sherry Lane, GB 54302; 468-8869
Ron Willems, Willems Landscape, 3661 Creamery Rd., De Pere 54115; 336-1749
Ryn, Craanen landscape, 1458 S. Grandview Rd., GB 54311; 468-9220
Gerry Andrews, Landscape Associates, 2385 Lawrence Dr., De Pere 54115; 337-4915 or 360-7400
Ken Schuster, Greenleaf Landscaping, 6919 Hwy. PP, Greenleaf 54126; 864-7778
Pat Manning, Weyers, Inc., N1957 East Frontage Rd., Kaukauna 54130; 766-1861 or 470-0757
Tony Baus, Ivy Trails, 3200 Main St., GB 54311; 406-1645 or 434-9278
Matt Baenen, The Sprinkler Company, 2140 Short Rd., De Pere 54115; 983-6412;
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