

Horticulture Education Program

2006 Accomplishment Reports

Staff:

Mike Maddox
Horticulture Educator
(608) 757-5696
mike.maddox@ces.uwex.edu

Julie Gibes
Community Garden Assist.
julie.gibes@ces.uwex.edu

Jim Haseman
Community Garden Assist.

Horticulture: The art and science of growing plants—turf grass, trees and shrubs, flowers, fruits, vegetables, and houseplants.

Economic Impact of Horticulture: According to the National Gardening Association, gardening activities are the number one past time in the United States—contributing nearly \$40 billion to the economy in 2002 with an estimated growth rate of 8% per year.

Horticulture generates \$21.5 million for Rock County economy, providing 508 full time positions and many seasonal jobs. Statewide, horticulture generates over \$2.7 billion annually and provides over 43,000 jobs.

Rock County UW-Extension's Horticulture program offers a variety of services and educational opportunities to the residents of Rock County and the vicinity:

Duties include:

- **Master Gardener Training** consists of 60-hours of intense horticulture training for which individuals return a minimum of 24 hours of volunteer service and public education to the community.
- **Horticulture diagnostic services** are provided by the UW-Extension educator, assisting area residents determine the ailments of plants, identifying unknown plants or insects, as well as making safe and environmentally conscience decisions in the use of pesticides and fertilizers.
- **Youth gardening projects** in area communities connect participating youth to gardening and education on food production, healthy eating, and physical activities—all to promote stronger, healthier children. Programs are offered in conjunction with Nutrition Educators, 4-H, and Rotary Gardens.
- **Consultation services** are provided for consumers, commercial operations, municipalities, and volunteer organizations to aid in making environmentally correct and economically sound decisions regarding their gardens and public greenspace.
- **Workshops, symposia, and field days** are offered to address the local issues of invasive species, plant selection, insect and disease pests, and land use issues.



Partnerships

In a unique effort to bring horticulture education services to Rock County, UW-Extension has partnered with Rotary Gardens, a 20-acre botanic garden. This private-public partnership combines the educational resources of UW-Extension with the extensive collection of plant materials, creating a hands-on experiential learning environment. Rotary Gardens provides 50% of the financial support (salary) of the horticulture education position as well as provides office space.



Cooperation with the Rock County UW-Extension Nutrition education program provided partial support (salary) for one of the 2006 summer intern.

Grants

FEEDs (USDA):

Supplies and equipment	\$2000.00
Intern support (Summer '06)	\$2500.00
Intern support (Winter '06)	\$5000.00
Misc (travel, cont. edu, etc.)	\$500.00

Gardening with inmates (USDA):

Supplies and equipment	\$2500.00
Intern support (Summer '06)	\$2000.00
Misc (travel, cont. edu, etc.)	\$500.00

Vegetable trials (USDA)

Intern support (Summer '06)	\$500.00
-----------------------------	----------

Donations and Contributions

Deb and Fred Grams	Song Sparrow Nursery
Mary and Dennis Starling	Nancy's Meadow Herbs
Deb and Brent McCown	K&W Greenery
Mary and Greg Krisco	Jacks and Dick's
Shirley and Frank Stekel	Sal's Landscaping and Garden Center
Rotary Gardens	Beaver Creek Nursery
Rice & Sons	

2006 Highlighted Projects

- Master Gardener Volunteer Program: *Gardening is so much more than pulling weeds.*
- Horticulture Therapy II: *Gardening strategies for everyone, A continued study of gardening with disabilities*
- Community Garden Project: *Engaging youth in healthy gardening activities*
- RECAP Garden Program: *Teaching Gardening Life Skills (and More) to Jail Inmates*
- Rotary Gardens' School Education Programs: *Working in partnership for the benefit of area first and third graders*
- Diagnostic Team: *Providing gardening help and education in many forms*
- EAB Response: *Local efforts to inform the public about a regional pest*

