

Appendix 1. Recent activity by members of the past SCC85: Consumer Horticulture Extension, Research, and Education Coordinating Committee.

Journal article:

Bumgarner, N., A. Rihn, J. Campbell, and S. Dorn. Growing the next generation of horticulture customers and stakeholders through industry and Extension outreach collaborations. *Journal of Environmental Horticulture*. (Accepted)

Funded grant:

Growing Green Industry Profits from an Emerging Market of Plantspeople. HRI. 2021. PI: Julie Campbell (GA). Collaborators: Sheri Dorn (GA), Natalie Bumgarner (TN), Heather Kirk-Ballard (LA), Teri James (NE), Bodie Pennisi (GA), Kerry Smith (AL), Pam Bennett, (OH), Rick Durham (KY), Robert Polomski (SC), David Close (VA). \$34,000.

Presentations

Behe, B.K., & A.L. Rihn. 2022. "First Timers to Loyal Buyers: How to Keep the Wave of Customers and Bring Them Back for Even More Sales." AmericanHort's Cultivate, Columbus, OH, July 18, 2022.

Bumgarner, N., S. Dorn, J. Campbell, and H. Kirk-Ballard. 2023. Plant people perceptions: How gardeners see themselves is linked to both people and experiences. Oral presentation, American Society for Horticultural Science, Orlando, FL. August 2, 2023.

Bumgarner, N. 2023. Reaching new clients and consumers in horticulture. UT Extension Plant Sciences Dept. Horticulture Hot Topics Agent In-Service, May 23, 2023.

Bumgarner, N., & A.L. Rihn, J. Campbell, S. Dorn. 2022. Extension outreach and green industry retailer synergies to reach new horticulture consumers. ASHS Annual Meeting, Chicago, IL, July 30 - Aug. 3, 2022.

Campbell, J., Bumgarner, N., Dorn, S. Kirk-Ballard, H, and Rihn, A. (2023). Delivery Method and Topic for Gardening and Plant Information: What Drives Extension Programming at the User Level. Oral presentation, American Society for Horticultural Science, Orlando, FL. August 1, 2023.

Dorn, S.T., Bumgarner, N., Campbell, J., Kirk-Ballard, H. (2023). Plant people perceptions: How gardeners see themselves is linked to both people and experiences. Oral presentation, American Society for Horticultural Science, Orlando, FL. August 2, 2023.

Dorn, S.T., Campbell, J., Kirk-Ballard, H., Bumgarner, N. (2023). Educator and Evangelist: Can We Make Gardeners Out of Those Who Do Not Garden? Oral presentation, American Society for Horticultural Science, Orlando, FL. August 2, 2023.

Dorn, S.T., Campbell, J., Kirk-Ballard, H., and Bumgarner, N. (2023). Identifying as a Gardener: Is it a matter of perception? Oral presentation, Southern Region American Society for Horticultural Science, Oklahoma City, OK. February 4, 2023.

Kirk-Ballard, H., Dorn, S., Campbell, J., and Bumgarner, N. (2023). Newby Gardeners, What Makes Them Grow? Oral presentation, American Society for Horticultural Science, Orlando, FL. August 2, 2023.2023

Kirk-Ballard, H., Durham, R., Dorn, S., Campbell, J., and Bumgarner, N. (2023). All of the Benefits AND the Fun: Creating NextGen Gardeners. Oral presentation, Southern Region American Society for Horticultural Science, Oklahoma City, OK. February 4, 2023

Rihn, A.L. 2022. "Engaging the New Green Industry Consumer." Western Region Ag Econ Market Outlook In-service Training, Jackson, TN, November 3, 2022.

Rihn, A.L. 2022. "Engaging the New Green Industry Consumer." Middle Region Ag Econ Market Outlook In-service Training, Murfreesboro, TN, November 2, 2022.

Rihn, A.L. 2022. "Engaging the New Green Industry Consumer." Eastern Region Ag Econ Market Outlook In-service Training, Knoxville, TN, October 31, 2022.

Rihn, A.L., & N. Bumgarner. 2022. "Attracting New Green Industry Consumers." Pick Tennessee Conference, Franklin, TN, February 19, 2022.

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Online content:

Rihn, A.L. 2022. "Engaging the New Green Industry Consumer." e-GRO Alert, Vol. 7, No. 2. Available [online] at <http://e-gro.org/pdf/E702.pdf>