

SERA44 LGBL Meeting
Orlando, FL
August 1, 2014 8:00 am to 3:00 pm
Orange County Extension office
6021 South Conway Rd
Orlando F. 32812

In Attendance:

Rick Durham, Ellen Bauske, David Close, Sydney Park Brown, Jennifer Pelham, Gary Knox, Sheri Dorn (phone), Kerry Smith (phone).

Goal:

Develop a national strategic plan for research, education, and extension outreach in consumer horticulture by creating strong collaborations with other scientists and stakeholders.

Getting Oriented:

The group recapped the Consumer Horticulture and Master Gardener Workshop that occurred on July 30, 2014, at the annual meeting of the American Society of Horticultural Science (ASHS) in Orlando, FL. Mary Meyer highlighted teamwork and the regional IPM webinars presented to the public. Dave Close discussed funding challenges and unique funding resources, including the endowment of his position. Rick Durham discussed the creation of the Southern Extension and Research Activity, SERA44 Landscapes and Gardens for Better Living. As a result of the creation of SERA44 and conversations with Tom Bewick (NIFA National Program Director), the need for a national strategic plan for research and education in Consumer Horticulture was discussed.

We also reviewed the working group meeting held at ASHS. Approximately 20 people attended and there was enough interest to move the strategic plan forward. There was strong interest in using the workshop as a platform to develop a national strategic plan in Consumer Horticulture. Several possibilities for next year's workshop were discussed, including inviting potential stakeholders to speak in a colloquium or perhaps having a professional facilitator distill input for the plan from participating researchers, extension specialists, and coordinators. It was decided that the workshop format would need to depend on the progress of the plan, and further discussion should occur on the ASHS Consumer Horticulture and Master Gardener listserv.

USDA Strategic Plan Reviewed:

The current USDA Strategic Plan was reviewed (<http://www.ocfo.usda.gov/usdasp/sp2014/usda-strategic-plan-fy-2014-2018.pdf>).

USDA Strategic Plan Points of Interest:

- The stakeholders who participated in creating the plan include leadership on food, natural resources, and nutrition (all areas in which we overlap).
- The five core values are consistent with ours.
- Plan focuses primarily on rural prosperity – buying, selling, exporting, and creating infrastructure for prosperity.

- Objective 1 – Enhance rural prosperity - weak fit with consumer horticulture.
- Objective 2 – Ensure national lands are preserved, preserve water, reduce climate change – possibly could be linked to private forests, private farms, and private yards.
- Objective 3, page 20 – Promote agricultural production and exports - really doesn't fit with consumer horticulture.
- Objective 4, page 24 – Ensure all children have access to safe, nutritious food; there is possible synergy with this goal. Several people present see potential linkages with SNAP/WIC programs and garden food production.
- Objective 5 is an internal goal to improve USDA and does not support consumer horticulture.

Conclusions: The USDA Strategic plan is little informed by the voice of consumer horticulture. It's amazing how successful we have been at garnering program support in light of this plan. The plan has a loud rural voice, no urban voice. USDA is focusing on creating rural prosperity.

Other Commodity Strategic Plans: The group spent time studying several other strategic plans. We looked at NIFA Specialty Crop Research Initiative for other commodity groups that had received planning grants and funding. Dr. Bewick helped to set up these groups. Dr. Tom Bewick advises us to "engage the industry that can advocate for consumer hort."

National Grape and Wine Initiative (NGWI)

- Stakeholder organization
- \$16M funded
- Strong mission statement ("Our mission is to maximize productivity, sustainability, and competitiveness of the American grape industries") and clear research priorities (their second research priority was consumer insights and nutrition)
- This group uses eXtension's eViticulture CoP (very targeted, specific group), but this is buried on the Events and Education page
- Nice newsletter collection
- Demonstrates organization with paid leadership and officers
- <http://www.ngwi.org/>

National Berry Crops Initiative

- Initial outreach was a 2006 breeder survey
- They have an exhaustive list of stakeholders
- \$11M funded
- They have a large board of directors (industry group representation; academics are on steering committee)
- Website not quite as developed as NGWI
- Goals and vision similar to NGWI
- This group has a paid director
- Not a lot of recent news or activity
- <http://nationalberrycrops.org/>

Managed Pollinator Coordinated Agricultural Project

- Received \$6M
- Goals are clear
- www.beeinformed.com

Citrus Research and Development Foundation

- [http:// citrusrdf.org](http://citrusrdf.org)
- Strong ARS involvement
- \$10M

Reviewed Process of Creating a Strategic Plan:

- 1) Develop a steering committee
- 2) Draft a plan
- 3) Present plan and get feedback
- 4) Recreate plan

Potential Steering Committee/Stakeholders Identified:

Retailers - independent, mass merchant	Michelle Obama's "Let's Move"
ANLA (American Nursery and Landscape Association) and OFA (Association of Horticultural Professionals) merged to become AmericanHort (just launched initiative to explore future of garden retail)	American Community Gardening Association (ACGA)
American Horticultural Society (AHS)	American Public Garden Association (APGA)
Groups in Washington who already know how to play this game in order to gain traction	National Garden Bureau
America in Bloom	Disney World
North American Retail Hardware Association	National Garden Writers Association (NGWA)
Home Garden Seed Association	Heritage gardening/heirloom seed growers
Soil organization? Possibly Soil Science Society of America	Keep America Beautiful
Gardening with Kids -- National Gardening Association	Federation of Garden Clubs (advocates, ways to disperse information)
Ball Seed	Proven Winners
Park Seed	National Fertilizer Industry Association
Bayer	Scotts
American Horticultural Therapy Association	Founder of Square Foot Gardening
Independent Garden Center Show (igcshow.com)	Garden Centers of America (purchasing groups, cooperatives)
National Wildlife Federation	Trade groups
Audubon	Sierra Club
ASHS	Second Harvest Food Bank
Plant-a-Row	Monrovia

Research Services Provided by Consumer Hort Academics:

Product testing	MG product testing	New product development
Think tank	Storm water BMP	Ergonomic tools
Citizen science - 4-H, adults	Crime/vandalism reduction	Online tools for home gardeners
Ornamentals -- water use, cultural alternatives to pesticides, use of resistant plants	Market research: compaction, poisonous plants	Small scale vegetable gardening techniques, containers, tools, nutritional value of plants
Pollinator garden interaction	Soil improvement products, methods, materials	Exercise aspects of gardening - health, kids, afterschool programs
Reducing carbon footprint by planting trees, shrubs	Farmers' market audience - gleaning, new cultivars, new varieties	Gardening as revitalization/social development
Multicultural gardening	Water harvesting	Irrigation
Season extension	Year-round gardening	Tourism

Logic Model:

Reviewed draft strategic planning logic model.

Strategic Planning Logic Model (SERA44)

(Compiled by Janet Mullins and Rick Durham)

Situation: Develop outline for strategic planning; identify partners and stakeholders; next step action plan

Inputs	Outputs	Participants	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
USDA Strategic Plan Existing Publications -Extension -Research National Outcomes and Indicators (NIFA) Potential Research Activities	Identification of stakeholders -policy makers -advisors/administrators -producers -consumers SERA 44 Proposal SERA 44 web-conferences SERA 44 face-to-face meetings SERA 44 Newsletter Linkages with other organizations	LGU Research and Extension Faculty and Staff (Horticulture, Food and Nutrition, Evaluation, others) Southern Association of Experiment Station Directors USDA Program Leaders in Horticulture and Nutrition eXtension CoPs ASHS Working Groups	Establish a network of home and community gardening, food and nutrition Extension and Research faculty Identify current Extension programs (gardening and consumer nutrition) to select common outcome goals and indicators Identify Research programs (gardening and consumer nutrition) to determine research portfolio and needs Empower a steering committee of stakeholders to guide the strategic planning process for national research and extension efforts in consumer horticulture and related disciplines Develop tools for strategic planning <ul style="list-style-type: none"> - Questionnaires - Listening sessions - Web conferences - Face to face meetings 	Current inventory of resources and needs (urban and rural) Network responds to emerging Research and Extension needs Use multi-state data on Extension outcome indicators to evaluate capacity Collect multi-state data on research assets and needs, prepare report Using data from reports, seek funding to develop a national Strategic Plan	Strategic Plan for Land Grant Universities on Research and Extension Activities for Consumer Horticulture and related disciplines Establish the LGBL Funding Initiative Develop and test Extension materials that promote sustainable, environmental- and health-enhancing gardening and landscape activities. Investigate the impact of gardening on food production, nutrition and human health, water consumption, water quality, green waste and energy consumption. Engage stakeholders and policy makers to champion Consumer Horticulture as a funding priority for the nation's health and environment

Discussed NIFA Indicators:

- None were specifically for consumer hort
- Could stretch a few indicators, such as new and improved technologies, climate change, and food safety

Next Steps:

- Set up conference call with Tom Bewick. Use Doodle to find common time for conference call with group. Create next action list.
- Hold SERA44 meeting with Tom Bewick and academics (a list of people interested in SERA44 was developed)
- Find a local facilitator who can assist with the DC meeting.
- Develop a planning grant.