

# **Extension Program Work Area**

## **Agriculture: Gardens, Turf & "Green" Industry**

### **PWA1: Environmental Quality**

#### **Rationale**

Turf, landscape and gardening contribute to Oregon's livability and lush environment. Both gardening and golf are prime leisure activities. Oregonians live and interact within diverse ecosystems across the state, yet most people manage landscapes in very traditional ways. Only recently have people started to see urban and community horticulture as city landscapes with streams, homes, business centers, parks, trees, roads, and people interacting within this complex environment. The green industry in Oregon comprises retail nurseries, parks managers, professional landscape contractors, and hundreds of supply stores. Complementing this industry are 15,000 Master Gardener volunteers, hundreds of garden clubs, and other gardeners that contribute Oregon's portion to the \$26 billion industry nationally.

#### **Stake Holder Input**

Advisory panels representing Oregon Golf Association, Oregon Landscape Contractors Association, Oregon Master Gardeners' Association, and county Extension programs identify educational priorities and modest funding and/or invite speakers. Faculty respond by designing collaborative educational programs and research or demonstration projects.

#### **How Stake Holder Input was used to create this PWA**

Extension Agriculture faculty use stakeholder input to plan and implement programming based on the needs expressed by local stakeholders. At the same time, Extension Agriculture faculty inform stakeholders about pressing needs within agriculture that may not be a priority for the local community. This interaction between stakeholders and Agriculture professionals ensures that programming is relevant to the local community while reflecting the needs and concerns of producers throughout the state.

#### **Long Term Outcome**

Environmental change will occur from water temperature modifications; enhanced water conservation and wildlife; reduced runoff, fire incidence and pests; improved nutrient use and recycling; and other ecosystem services.

#### **Indicators of Successful Achievement of this Outcome**

Learning outcomes include information or knowledge about horticultural practices, green technologies, pest control, organic systems, and use of appropriate plants in a variety of situations chosen to achieve desired results, e.g., choosing plant community and size of bioswale to achieve function.

- Number of professional golf, park, landscape managers, Master Gardeners, and others attending green seminars to learn horticulture, ecological, and other sciences for their profession and application.

## **PWA2: Awareness and Value of "Green" Technologies**

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### **Long Term Outcome**

Social change will occur through new perceptions of green technologies and social value of horticultural landscapes to enhance human health, wellness and therapy, social networks, and ecosystem services provided by plants and green technologies.

### **Indicators of Successful Achievement of this Outcome**

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, organic production practices based on the following indicators:

- Number of persons testing or implementing a practice/technology based on ecological horticulture, green technologies, and/or sciences including therapy and social sciences, restoration, conservation, and ecology.
- Number of persons reducing water use in landscapes.
- Number of persons attending green seminars who report change of practices based on attendance at one or more seminars.

## **PWA3: Economic Value**

### **Rationale**

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### **Long Term Outcome**

The economic value of landscapes will increase. Cost and benefit analyses of plants to modify environments with green technologies will reveal economic impacts, improved health and wellness, increased property values, and continued reputation that Oregon is worth visiting.

### **Indicators of Successful Achievement of this Outcome**

- Numbers of green roofs planted will increase, along with value of those properties. These structures will have reduced carbon footprints as measured by heating/cooling costs, and water discharged from the property.