

# Extension Program Work Area

## Agriculture: Nursery Crops

### PWA1: Environmental Quality

#### Rationale

Oregon nurseries are prospering, growing at about twice the rate as the national nursery industry, and they are ranked third behind California and Florida. During the late 1990's, the industry benefited from a strong construction market, rising household incomes, and growing interests in landscape aesthetics and environmental enrichment. Oregon's 2003 nursery and greenhouse gross sales were estimated at \$779 million. This is the highest nursery value ever estimated and the industry has about doubled in size over the past decade. About 75% of all Oregon grown nursery plants are shipped out of state, which accounts for 11% of the national market. Oregon's nursery and greenhouse industry is quite diverse, producing a wide variety of plants grown in the field or in containers. Nurseries vary greatly in size, from 1000+ acre operations to those occupying just a quarter acre. While Oregon is the leading state in the production of bare-root shade and flowering trees, the production of container-grown plants has increased greatly. Nursery and greenhouse operations are very labor intensive and these Oregon industries employ more than 22,000 workers.

#### Stake Holder Input

Nursery growers, farm managers, and suppliers represent industry needs and interests on advisory panels to fund projects by Oregon Association of Nurseries, Horticulture Research Institute, and the Northwest Center for Nursery Crop Research. Advisory panels develop priorities, communicate needs, and fund projects or invite speakers. Faculty respond by submitting proposals or design collaborative educational programs.

#### 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

Reduced surface and groundwater or other pollution in the environment from nurseries, greenhouses and managed turf areas with improved nutrient and water budgets.

#### Indicators of Successful Achievement of this Outcome

Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems to remain competitive in local, national, and global markets.

- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information.

- Number of nursery managers, field reps, and others assessing personal learning and knowledge about water and nutrient budgets.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, and water use efficiency in Oregon nurseries.

- Number of acres planted/managed using improved water and nutrient management techniques, budgets, and breakdown rates of fir bark.

## **PWA2: Production Efficiency**

### **Rationale**

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

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### **Long Term Outcome**

Reduced costs, increased benefits, and production efficiencies from use of water and nutrient budgets in recycled water systems, improved pest management, and diagnosis of plant problems to increase sales of quality products.

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

Learning outcomes include information or knowledge about how to remain competitive in local, national, and global markets.

- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information.
- Number of nursery managers, field reps, and others assessing personal learning and knowledge about water and nutrient budgets, pest life cycles, and confidence in diagnostic skills.

Practices (behaviors) adopted by growers to improve production efficiencies.

- Number of acres planted/managed using improved budgets increases.
- Number of nursery managers who've improved diagnostic skills.

### **PWA3: Consumer Awareness**

#### **Rationale**

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#### **Stake Holder Input**

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#### **Long Term Outcome**

Consumer awareness and appreciation of the abundance of locally grown ornamental plant materials and native species for use in landscapes will increase; also awareness of invasive species.

**Indicators of Successful Achievement of this Outcome**

Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems to remain competitive in local, national, and global markets.

- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, and water use efficiency in Oregon nurseries.

- Number of acres or nurseries reducing production of invasive species.
- Increase in consumption of locally or regionally grown ornamental products by consumers.

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