

*2012 Annual Report of the OSU Master Gardener Program*

**1. Program Name and Key Personnel**

Program title: OSU Extension Master Gardener™

Name of working group: Home and Community Horticulture

Key faculty and staff, phone number(s), academic department(s), campus or county:

\*\* denotes faculty/staff changes during the 2012 calendar year

† denotes new county Master Gardener Program, for 2012

\*\*Ronda Armour, Limited Duration Program Assistant, Yamhill County (joined program in 2012)  
Margaret Bayne, Administrative Program Specialist, Portland Metro (joined program in 2012)  
Neil Bell, Agent, Horticulture, Marion and Polk Counties  
Chip Bubl, Agent, Staff Chair, Agriculture/Horticulture, Columbia County  
Steve Castagnoli, Agent, Tree Fruits/Horticulture, Hood River County  
Brian Charlton, Agent, Ag/Crops/MG, Klamath County  
Mary Corp, Agent, Agriculture/MG, Umatilla County  
Janice Cowan, Agent, 4 H/MG/ Horticulture, Baker County  
Elizabeth Daniel, MG Program Assistant, Hood River County  
Amy Jo Detweiler, Agent, Horticulture, Deschutes, Crook, Jefferson Counties  
\*\*Patty Driscoll, Horticulture, Statewide Program Assistant (left program in 2012)  
Barbara Fick, Agent, Horticulture, Benton and Linn Counties  
\*\*Beret Halverson, Horticulture Instructor, Clackamas County (promoted to instructor, and assigned to Clackamas County, in 2012)  
†Gena Harvey, MG Program Coordinator, Harney County  
Joy Jones, Agent, Ag/4-H/MG, Tillamook County  
Gail Langellotto, (541-602-5175), Horticulture, Statewide Coordinator  
Lynn Long, Agent, Ag/Hort/MG, Wasco County  
\*\*Roseanna McArthur, Education Program Assistant, Lane County (joined program in 2012)  
Robin Maille, MG Program Coordinator, Union County  
Linda McMahan, Agent, Chair/Ag/Hort, Yamhill County  
Gail Miles, MG Program Coordinator, Polk County  
Weston Miller, Agent, Hort/MG, Multnomah, Clackamas and Washington Counties  
\*\*Keely Moxley, MG Program Assistant, Klamath County (joined program in 2012)  
Elizabeth Olsen, MG Program Coordinator, Lincoln County  
\*\*Pami Opfer, MG Program Assistant, Benton and Linn Counties (started working in Benton County in 2012)  
\*\*Shelley Palmer, MG Program Assistant, Curry County (left program in 2012)  
Ross Penhallegon, Agent, Ag/Hort, Lane County  
\*\*Cindy Peterson, MG Program Assistant, Coos County (joined program in 2012)  
\*\*Jordan Rainwater, MG Program Assistant, Klamath County (left program in 2012)  
Steve Renquist, Agent, Ag/Hort, Douglas County  
Bob Reynolds, Hort. Instructor/MG, Jackson County and Josephine County  
Linda Renslow, MG Program Assistant, Lane County  
\*\*Linda White, Horticulture Faculty, Coos County (left program in 2012)  
Jordis Yost, Program Coordinator, Portland Metro  
\*\*Andrea Zigler, MG Program Support, Benton County (left program in 2012)

## 2. Description of the program

OSU Extension Service Master Gardener™ volunteers expand Oregon State University's ability to reach and assist the citizens of Oregon. After receiving extensive training from OSU Extension Service faculty, Master Gardeners are certified to provide non-biased, science based information to citizens who are seeking a diagnosis, advice or information on a plant, garden or home horticultural issue. The title "Master Gardener" (which was trademarked by Oregon State University in 2001 to preserve the title's integrity) is recognized by Oregonians to identify a knowledgeable, volunteer educator who represents Extension and Oregon State University. For many Oregonians, the Master Gardener program provides a window to the services and activities of Extension and Oregon State University.

When the Master Gardener program began in the mid-1970's, its focus was primarily directed at diagnosing plant problems and offering solutions. While still a major focus, Extension faculty and volunteers working in the Master Gardener program also develop and deliver a variety of educational programs that address critical issues in the community. These programs include: least toxic and integrated pest management, water quality protection, yard waste management and composting, sustainable landscaping, organic gardening, waterwise and fire resistant gardens and adaptive gardening. Master Gardeners are encouraged to participate in educational opportunities, or to help plan and develop outreach activities and programs, that will help extend Oregon State University's education mission more effectively to all Oregonians.

In December 2008, the Home Horticulture Working group met in Corvallis, OR, and decided that the two flagship programs of the OSU Master Gardener Program would be **Sustainable Gardening** and **Local and Backyard Food Production**. These areas have always been a focal point of Master Gardener trainings and service, but now formally guide communications about the Program, basic and advanced training opportunities and planned Extension publications.

In 2012, the Master Gardener program had a presence in 29 of Oregon's 36 counties (see section 3. 'Geographic Extent of the Program', for more information), and 4,160 active Master Gardener volunteers (Table 1). After completing the 9-12 week training period, the volunteers are much more aware of Oregon State University, its Extension Service, the College of Agricultural Sciences, and how they all tie together to provide extended education to the citizens of Oregon. Very little advertising is necessary to attract new applicants each year. In fact, many counties maintain waiting lists for their annual Master Gardener training course.

In 2012 the program was in the able hands of 32 Extension faculty members, program coordinators, and program assistants, although there was significant staff turnover during the year. OSU Extension faculty and staff in each county or group of counties directed their efforts toward recruiting, training, and managing the activities of their trained volunteer staff. While the Master Gardener program requires adept managerial skills and high input by county Extension faculty and staff, the investment can result in substantial dividends. For example, the service provided and the public contacts made by Master Gardener volunteers amplify the ability of Extension faculty and staff to provide service in their community (Table 2). This embodies the historical foundation of the Master Gardener program: to provide a staff of trained volunteers who can extend knowledge and assistance to more people and through more channels than would be possible by Extension faculty and staff, alone. The interaction between Master Gardener Extension faculty and staff and Master Gardener volunteers thus puts meaning in the term "extended education".

The value of the Oregon Master Gardener program can be examined in several ways to gain a perspective of the importance it plays in OSU Extension's community horticulture educational efforts. First, the program is

Last Revised January 23, 2013

one of Extension's most popular volunteer management programs, as measured by the number of new volunteers who seek entry each year (845 trainees in 2012), as well as by the number of volunteers who elect to remain in the program for succeeding years (3,341 veterans in 2012). Second, a measure of the need for the program can be seen in the number of people who come to the Master Gardeners for information and advice (i.e. public contacts). Finally, a FTE (full-time equivalent) monetary value can be determined, based on the hours that the volunteers donate to the program.

In **2012** there were at **4,160 active Master Gardeners** who made at least **186,494 public contacts** and donated at least **194,898 hours** to the program (Tables 1 and 2). The hours donated to Extension by Master Gardener volunteers resulted in approximately **95.5 FTEs** for Extension (calculated as hours donated divided by 40 hours\*52 weeks = 2040 hours worked by 1 FTE). This translates into a dollar value of approximately **\$4.2 million** (calculated as hours donated multiplied by \$21.79, the dollar estimate per volunteer hour for 2011<sup>1</sup>).

On average, **68% of the 845 Master Gardener trainees** who enrolled in on-site Master Gardener trainings **completed their volunteer service obligation**, although individual counties ranged from a low of 33% retention to a high of 92%.

On average, **62% of the 3,341 veteran Master Gardeners chose to recertify in 2012**, although the percent of veterans who recertified varied substantially across county or regional programs (24% to 100%; Table 1). In some counties, recertification is not necessary to remain an active Master Gardener. However, recertification is required for all Master Gardeners that serve in Plant Clinics or in another venue where they will be delivering a diagnosis or recommendation to those seeking advice for a home horticultural problem.

**The 5-year retention rate of Master Gardener volunteers is reported for the first time**, as part of this annual Master Gardener report (Table 3). Of the 838 Master Gardeners trained in 2008, 30% are still active in the program. Of the 823 trained in 2009, 40% are still active in the program. Of the 855 trained in 2010, 49% are still active in the program. Of the 842 trained in 2011, 58% are still active. In 2012, 68% of 845 Master Gardener trainees completed their volunteer service hours. **Across all 5 years (2008-2012), 50% of 4,203 Master Gardeners trained are still active in the program.**

---

### 3. Geographic Extent of the Program and Master Gardener Associations

In 2012, Master Gardener programs were active in 29 of Oregon's 36 counties (Baker, Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Curry, Deschutes, Douglas, Grant, Harney, Hood River, Jackson, Jefferson, Josephine, Klamath, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Umatilla, Union, Wasco, Washington and Yamhill). Of these counties, Harney county held its first training in 2012, and Grant county was in its 3<sup>rd</sup> year of administering an Extension Master Gardener Program. In 2012, the program did not have an active presence in Gilliam, Lake, Malheur, Morrow, Sherman, Wallowa or Wheeler counties.

A total of 24 Master Gardener associations, which are separate non-profit entities from the OSU Extension Master Gardener program, were active in 2012. The Oregon Master Gardener Association (OMGA) and its local chapters work to support the Oregon State University Extension Master Gardener Program in all but 4 counties that have an active Master Gardener Program. The four counties without OMGA chapter include Harney, Union, Baker and Grant counties.

---

<sup>1</sup>[http://www.independentsector.org/programs/research/volunteer\\_time.html](http://www.independentsector.org/programs/research/volunteer_time.html)

Last Revised January 23, 2013

**Table 1.** Training and retention of OSU Master Gardener volunteers in 2012.

County	Course Cost Per Trainee†	Master Gardeners			Trainees Completing Service (%)	Veterans Recertified (%)
		Trainees	Veterans	Total		
Baker	145	9	5	14	56%	100%
Benton	80	27	93	114	78%	43%
Central Oregon*	245	32	97	119	63%	75%
Clatsop	45	17	54	71	65%	78%
Columbia	45	42	50	92	33%	30%
Coos	120	20	66	88	60%	68%
Curry	NR	NR	NR	NR	NR	NR
Douglas	120	38	240	278	74%	50%
Grant	NA	NA	NA	NA	NA	NA
Hood River	120	16	74	90	75%	95%
Jackson	145	78	401	479	90%	31%
Josephine	70	52	189	241	69%	24%
Klamath	145	12	30	42	92%	93%
Lane	175	116	328	444	37%	70%
Lincoln	165	18	69	87	56%	83%
Linn	80	16	94	108	88%	36%
Marion	70	46	70	116	76 %	51%
Portland Metro**	365	183	1130	1313	60%	37%
Polk	70	21	139	150	86%	39%
Tillamook	70	21	48	69	71%	100%
Umatilla	85	13	43	56	62%	42%
Union	120	8	10	18	38%	50%
Wasco	90	9	36	45	89%	94%
Yamhill	140	15	75	90	87%	64%
Statewide***	390	36	NA	36	NA	NA
<b>TOTAL or MEAN ± SE</b>	<b>\$134.78</b>	<b>845</b>	<b>3341</b>	<b>4160</b>	<b>68%</b>	<b>62%</b>

NA=Not Applicable. Grant County did not conduct Master Gardener trainings in 2012. Also, Master Gardener trainees who receive training through the online Master Gardener course go on to become certified OSU Extension Master Gardeners and active veterans through their local county Extension office.

NR = Not Reported. Curry County hired a new coordinator late in the reporting year, making it extremely difficult to report accurate numbers for that year.

\*Central Oregon includes Deschutes, Jefferson and Crook counties

\*\*Portland Metro includes Multnomah, Clackamas and Washington Counties

\*\*\*Individuals trained through the Statewide Master Gardener Program enrolled in the online Master Gardener course.

† Not including the cost of the MG Handbook, which is an additional \$30 per student.

Last Revised January 23, 2013

**Table 2.** OSU Extension Master Gardener hours of volunteer service donated, number of public contacts made and documented pounds of produce donated by Master Gardeners in 2012.

County	Hours of Volunteer Service	Number of Public Contacts <sup>z</sup>	Mean Hours of Volunteer Service Per Master Gardener	Mean Number of Public Contacts Per Master Gardener	Documented Pounds of Produce Donated to Food Banks/Food Pantries
Baker	1372	982	98	70	50
Benton	11041	9235	97	81	793
Central Oregon*	9443	8163	79	69	436
Clatsop	3616	2343	51	33	NR
Columbia	2251	3300	24	36	3200
Coos	3962	3147	45	36	1,425
Curry	719	NR	NR	NR	7
Douglas	16250	4611	58	17	3,300
Grant	85.5	39	NR	NR	NR
Hood River	4980	29197	55	324	600
Jackson	20157	14748	258	189	NR
Josephine	10630	11100	44	46	NR
Klamath	2708	296	64	7	19,797
Lane	10640	9847	24	22	66,000
Lincoln	9095	3000	105	34	943
Linn	5860	4483	54	42	983
Marion	12085	4005	104	35	475
Portland Metro****	42098	58030	32	44	25126
Polk	7654	2128	51	14	1000
Tillamook	6938	4029	101	58	NR
Umatilla	2131	3041	38	54	6731
Union	227	80	13	4	NR
Wasco	3394	2690	75	60	NR
Yamhill	7561	8000	84	89	4,904
<b>TOTAL or MEAN ± SE</b>	<b>194,898</b>	<b>186,494</b>	<b>71</b>	<b>62</b>	<b>135,770</b>

<sup>z</sup>A public contact represents one person who used the services of the OSU Extension Master Gardener program in 2012, via use of or participation in plant clinics, public gardening classes, demonstration days and other activities.

NR = Not Reported. Curry County hired a new coordinator late in the reporting year, making it extremely difficult to report accurate numbers for that year.

**Table 3.** Percent of Master Gardener volunteers certified in a particular year, that are still active in the

program, in 2012.

County	2008	2009	2010	2011	2012	Five year retention rate
Baker	7%	0%	14%	75%	56%	30%
Benton	57%	62%	68%	80%	78%	69%
Central Oregon*	24%	28%	42%	43%	63%	40%
Clatsop	30%	22%	33%	56%	65%	41%
Columbia	32%	39%	40%	50%	33%	39%
Coos	16%	23%	65%	57%	60%	44%
Curry	NR	NR	NR	NR	NR	NR
Douglas	42%	54%	67%	83%	74%	64%
Grant	NR	NR	NR	NR	NR	NR
Hood River	10%	33%	53%	52%	75%	45%
Jackson	42%	47%	56%	66%	90%	60%
Josephine	36%	46%	50%	73%	69%	55%
Klamath	17%	17%	13%	32%	92%	34%
Lane	21%	20%	24%	51%	37%	31%
Lincoln	NR	NR	NR	NR	56%	56%
Linn	43%	86%	56%	47%	88%	64%
Marion	21%	26%	29%	31%	76%	36%
Portland Metro**	61%	90%	91%	92%	60%	79%
Polk	50%	64%	75%	67%	86%	68%
Tillamook	NR	NR	NR	NR	71%	71%
Umatilla	57%	42%	86%	67%	62%	63%
Union	5%	NR	NR	29%	38%	24%
Wasco	14%	20%	48%	80%	89%	50%
Yamhill	18%	33%	20%	40%	87%	40%
<b>TOTAL or MEAN ± SE</b>	<b>30%</b>	<b>40%</b>	<b>49%</b>	<b>58%</b>	<b>68%</b>	<b>50%</b>

In 2012, Master Gardener programs were active in 29 of Oregon's 36 counties (Baker, Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Curry, Deschutes, Douglas, Grant, Harney, Hood River, Jackson, Jefferson, Josephine, Klamath, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Umatilla, Union, Wasco, Washington and Yamhill). Of these counties, Harney county held its first training in 2012, and Grant county was in its 3<sup>rd</sup> year of administering an Extension Master Gardener Program. In 2012, the program did not have an active presence in Gilliam, Lake, Malheur, Morrow, Sherman, Wallowa or Wheeler counties.

A total of 24 Master Gardener associations, which are separate non-profit entities from the OSU Extension Master Gardener program, were active in 2012. The Oregon Master Gardener Association (OMGA) and its local chapters work to support the Oregon State University Extension Master Gardener Program in all but 4 counties that have an active Master Gardener Program. The four counties without OMGA chapter include Harney, Union, Baker and Grant counties.

Association members, almost all of whom are also Master Gardeners, pay dues to the OMGA, which is statewide 501(c)(3) non-profit. Members also pay dues to their local chapter. Dues paid to OMGA and to Master Gardener chapters are used to finance the activities of the associations, and may in part be used to contribute financial support to their local Master Gardener program and to their community. In 2012, for example, **the OMGA and its chapters donated (\$116,252 in cash and in-kind items to their local and statewide Master Gardener Program** (see section 10, Extramural Funding).

OSU Master Gardener volunteers are not required to pay dues to the OMGA or their local chapter in order to be active in the OSU Master Gardener program. For example, Harney, Baker, Grant and Union counties all have active Master Gardener programs, even though they do not have an active OMGA chapter. Furthermore, not all Master Gardeners in counties that do have an active OMGA choose to become a member of the OMGA.

Beyond state borders, the OSU Master Gardener program has a national and an international presence. For example, counties that border California and Washington count individuals from these states as active Master Gardeners in their program. In addition, **the 2012 offerings of the online Master Gardener course included students from 10 US states, (AK, AZ, CA, FL, MA, OH, PA, WI, UT, WA) and Canada.**

Oregon's Master Gardener coordinators were active in National Extension Master Gardener activities in 2012. The 2012 Extension Master Gardener Coordinator's Conference was held in Spokane, WA, where Oregon was well-represented by 5 coordinators who were in attendance. In addition, the Statewide Coordinator led two sessions at this conference and served on the conference planning committee.

In terms of activity on an international level, one Extension faculty and one OSU Master Gardener volunteer serve on the International Master Gardener Conference Search for Excellence committee. This conference, which convenes every other year, includes representatives from every state in the union, as well as 4 Canadian provinces (British Columbia, Ontario, Saskatchewan, Quebec). The Statewide Master Gardener Program and the OMGA jointly submitted a proposal to host the 2017 International Master Gardener Conference in Portland, OR. We should hear of the committee's decision by March of 2013. In addition, Oregon's Statewide Master Gardener coordinator was selected as one of five individuals tasked with helping South Korea launch a Master Gardener program in and around Seoul.

#### 4. Extent of Program Activities in 2012 (Table 4)

In 2012, 92% of all county and regional Master Gardener Programs held plant clinics in county Extension Offices. Farmer's Markets (83%), Master Gardener events (88%) and other venues (92%) were also popular locations for mobile plant clinics.

Educational conferences were hosted by 54% of county and regional Master Gardener Programs. Educational seminar series were hosted by 50% of programs.

Master Gardeners served as speakers for community events in 50% of the programs.

Community (88%), demonstration (79%) and youth (54%) gardens were also popular programmatic activities in 2012.

---

#### 5. Notable Events in 2012

The Master Gardener program saw many new initiatives, developments and challenges in 2012. A few of these are listed below:

Faculty and Staff Turnover: There was **considerable turnover in faculty and staff** who manage Master Gardener programs across the state. A total of 5 faculty and staff left the program in 2012. This has made it challenging to support the 4 new coordinators who joined the program in 2012. Monthly webinars, newsletters and emails, as well as a website focused on coordinators' needs, have all helped provided support, in the face of staffing challenges. However, stable, full funding for coordinators at the county level is needed, in order to ensure the continued quality of the program.

Planned Gifts to the Statewide Master Gardener Program Fund: The Statewide Master Gardener Program fortunate to be the recipient of a \$1.2 million estate gift by Y. Sherry Sheng and Spike Wadsworth to establish an endowed professorship for the Statewide Master Gardener Program. This gift, which was originally planned to be \$500,000, was finalized in 2012.

The Sheng-Wadsworth gift joins the \$600,000 retained life estate gift from Bob and Barbara Bailey, which was finalized in 2011. This gift was part of a \$1.6 million total gift that the Bailey's included in their estate plan to benefit the College of Business and the Mid-Columbia Research and Extension Center, in addition to benefitting the statewide Master Gardener Program.

Both Bob and Barbara Bailey and Y. Sherry Sheng and Spike Wadsworth were inducted into the Harris Society, honoring supporters of Oregon State University who give \$1,000,000 or more, at the 2012 President's Dinner.

Because both gifts are planned gifts, they will not be realized in the near term, but they ensure a strong program for future generations of Master Gardeners.



Last Revised January 23, 2013

**Table 4. Program Activities.**

County	Plant Clinic				Conference, Seminar, Talks			Gardens			
	Extension Office	Farmer's Market	Master Gardener Event	Other Venue	Educational Conference	Educational Seminar Series	Speakers Bureau	Community Garden	Youth/School Garden	Demonstration Garden	Other Garden
Baker	***	***		***			***	***			
Benton	***	***	***	***	***	***		***	***	***	
Central Oregon*	***	***	***	***	***	***	***	***		***	***
Clatsop	***	***	***	***	***	***		***		***	***
Columbia		***	***	***			***	***		***	
Coos	***	***	***	***	***			***	***	***	
Curry	***		***						***	***	
Douglas	***	***	***	***	***	***	***	***		***	
Grant								***			
Hood River	***	***	***	***			***	***		***	
Jackson	***	***	***	***	***	***	***	***	***	***	
Josephine	***	***	***	***	***		***	***	***		
Klamath	***	***	***	***	***	***		***			
Lane	***	***	***	***	***	***	***	***	***	***	
Lincoln	***	***	***	***		***			***	***	***
Linn	***	***	***	***		***		***	***	***	
Marion	***	***	***	***			***	***	***	***	
Metro**	***	***	***	***	***	***	***	***	***	***	
Polk	***		***	***	***					***	***
Tillamook	***	***	***	***	***	***		***	***	***	***
Umatilla	***	***	***	***	***	***	***	***	***	***	***
Union	***			***				***	***		***
Wasco	***	***	***	***				***		***	***
Yamhill	***	***	***	***			***	***		***	
<b>TOTAL PROGRAMS (%)</b>	<b>92%</b>	<b>83%</b>	<b>88%</b>	<b>92%</b>	<b>54%</b>	<b>50%</b>	<b>50%</b>	<b>88%</b>	<b>54%</b>	<b>79%</b>	<b>33%</b>

\*Central Oregon includes Deschutes, Jefferson and Crook counties

\*\*Portland Metro includes Multnomah, Clackamas and Washington Counties

Last Revised January 23, 2013

Last Revised January 23, 2013

Awards: Several Master Gardener Programs and individuals were recognized with awards in 2012.

These include:

- Josephine County Master Gardeners won the Marje Luce Search for Excellence Award, conferred by the Oregon Master Gardener Association)
- Douglas County Master Gardeners won the Master Gardener of the Year (Larry Sutton), Behind the Scenes Award (Leo Grass), and Marje Luce Search for Excellence Award, all conferred by the Oregon Master Gardener Association
- Juanita Manley and Phoebe Staples (Lane County Master Gardener volunteers) won the Oregon State Federation of Garden Clubs Horticulture Award
- Orla Currie and Cathy Burdett (Yamhill County Master Gardeners) were honored as Diamond Pioneers by the OSU College of Agricultural Sciences
- Chip Bubl (Columbia County Master Gardener Coordinator) was honored with a Vice Provost Award for Excellence, as part of the Vernonia Rural Sustainability Team.
- Lincoln County Master Gardeners were honored with a county proclamation that deemed September 10-16, 2012 ‘Master Gardener Week’. The Lincoln County Master Gardeners also won a Karl Carlson grant and a Marje Luce Search for Excellence award from the Oregon Master Gardener Association
- Liz Olsen (Lincoln County Master Gardener Coordinator) was honored with an Oregon State University Extension Association award.
- Dennis Carlson (Hood River County Master Gardener Volunteer) was selected as the Volunteer of the Year by Next Door, Inc., for his work in the Klahre House School Garden and the Raices/Roots Community Garden.

---

## 6. 2012 Highlights from County Programs

**Baker County**: Robert Gentile coordinated and worked with the Powder River Corrections in providing a Master Gardener based training. Four inmates completed the program. Gail Hamond coordinated and worked with the Community Garden. The location has poor soil and she is helping participants learn how to amend the soil for better production. Pam Brisk and Laura Bruland were our Master Gardeners assisting the people in Richland & Halfway, as well as staffing booths at that area's health fairs and livestock shows. Chris Collins took on the coordination for the Baker Farmer's Market.

**Benton County**: Master Gardeners continue to host a fantastic one day educational seminar called Insights into Gardening. This event is held on the OSU campus and had over 350 garden enthusiasts registered for the event in 2012. There were 27 exhibitors at the 2012 Insights with many of the long time annual exhibitors returning. Along with Insights, MGs host another educational talk series called Gearing Up for Gardening. This talk series is free to the public and offers 8 lectures at the Corvallis Public Library in January – February. As for many years now, the BCMGA Plant Sale was extremely successful. For the first time, they attempted to count the number of people who came to the plant sale and the number of public contacts made by Master Gardeners during the course of the sale by equipping key people with “clickers.” Approximately 1146 potential customers entered the Floral Courtyard for the plant sale and an additional 238 people attended the half-price sale later in the afternoon. The Benton County Master Gardeners coordinate a Plant Problem Scenario Committee for Master Gardener annual training. They conducted six different 45 minute training sessions for Master Gardener trainees. Each session involved 10 committee facilitators who role-played as clients and led the trainees through the investigative process that is the heart of Master Gardener interaction with the public. There is still a

Last Revised January 23, 2013

strong mentoring program where veteran Master Gardeners are matched up with one or two new Master Gardener trainees. This mentor program serves to orient new Master Gardeners into the program, answer any questions they may have, and it provides a social aspect to the program. This spring, the south parking lot entrance gardens at the Benton County Fairgrounds got a complete renovation by Master Gardeners. The gardens provide a colorful welcome to the Fairgrounds as well as lessons in sustainability that can be transferred to home gardens. The Master gardeners were rewarded by the Fairgrounds with a Special Achievement Award on October 2nd 2012. The Master Gardeners continue to develop the BCMGA Demonstration Garden at the Benton County Fairgrounds. They use this space as an outdoor classroom for hands-on demonstrations and classes for the public, as well as continuing education for current Master Gardeners. Another ever expanding area where Master Gardeners are involved in is youth gardens and sustainability events. Master Gardeners are involved in the Adams school garden in Corvallis where they run an after school garden program throughout the growing season. In 2012, BCMGA continued their support for 4H Wildlife Steward Youth Summit. This year was the fourth year that MGs have provided a learning station for children participating in the summit. Master Gardener volunteers also participated in the 2012 Kids for Conservation Day at the Benton County Fairgrounds.

**Central Oregon:** We increased the number of community education classes this year. Approximately 50 individual classes were offered from March through October. The response was significant. Classes were well received and evaluations were collected for future planning. A grant was received that added beds and a wash station to Hollinshead Community Garden. We also worked with a bilingual preschool in one of the new beds and children were introduced to gardening for the first time. The director of that pre-school would like to return again next year.

**Clatsop County:** The Master Gardener Help Desk/Info Line was available 2 times/week to assist the public from May to October. The Master Gardeners held two weekly plant clinics at Astoria Sunday Market and at the River People Farmers Markets and assisted clients with recommendations and advice on horticultural problems from May to mid-October. Clatsop County Master Gardeners maintained the Demonstration Garden at Clatsop County Fairgrounds providing for public display and education. The Pet Friendly Garden at the Clatsop County Animal Shelter provided education on gardens specifically designed for pet safety. Master Gardeners were present to answer questions at the Clatsop County Fair Booth (at the Demonstration Garden) and the Necanicum Bird Discovery Day. New in 2012, the Clatsop Co. MG's were available at various locations in the county to provide education on the importance of soil in gardening/growing and offered free soil pH testing and answered questions March - May.

Also new in 2012 was the Clatsop Care Center Healing Garden project where MG's assisted in identification of plants and therapeutic properties, provided info and input for development of brochure. The Winterizing Your Garden Event was a no-cost public demonstration on garden tool care, dividing plants/bulbs and general garden winter prep practices. The semi-weekly KMUN Radio Show "Diggin' the Dirt" featured topics in horticulture and was hosted by a veteran Master Gardener. The Clatsop Co. Master Gardener Association's sponsored the annual Spring Gardening Seminar featuring four speakers, hosted vendors, a plant sale/raffle, and MG Info booths open to the public for over 350 visitors/participants. The CCMGA was also able to continue to sponsor a scholarship to a graduating Senior pursuing an education in horticulture in 2012.

**Columbia County:** The programs of the Columbia County Master Gardener were diverse and included: Community gardens: Continued to support community/demonstration gardens in Vernonia, Clatskanie, Scappoose, and St. Helens (2). Total documented produce donated to the food banks and senior centers is roughly 2000#s. • Individual MGs donated 2,000+#s (1200 documented) to food banks. • 52 radio shows • ~40 newspaper gardening columns • Assistance with the local Extension Gardening and Small

Last Revised January 23, 2013

Farms newsletter content • Several public gardening workshops: grafting, pruning, vegetable production, weed id and management. • Spring Fair attended by ~900 people and raised about \$3000 to support Extension gardening programs • Demonstration garden at the Fairgrounds visited by about 850 people during the county fair. • Reinvigorated insect curation team • Clinic tables at farmers markets and other venues • Partnerships with the “Grow Healthy Kids” program in Clatskanie

**Coos County:** Coos County had a turnover in coordinators in 2012, which made it difficult for the new coordinator (hired late in 2012) to provide a summary of Master Gardener programs and accomplishments for this reporting year.

**Curry County:** Curry County had a turnover in coordinators in 2012, which made it difficult for the new coordinator (hired late in 2012) to provide a summary of Master Gardener programs and accomplishments for this reporting year.

**Douglas County:** Our outreach group made 28 presentations to community groups in Douglas County. We presented to 450 clientele. Our Discovery Garden demonstration site had 14 programs for the public and 20 programs for master gardeners. The victory garden produced and donated over 3,000 lbs of produce to UCAN to distribute to the needy. Our plant sale produced plant material during the year through the training of master gardeners. The plant material raised over \$30,000 for the Master Gardener budget. These monies were used to build and operate new theme gardens in our Discovery Garden, operate the Victory Garden, run the greenhouses, produce new power points for the outreach, and provide some funding toward our local Extension endowment. We made 4600 contacts with our outreach and donated 16,200 hours as a chapter.

**Grant County:** Grant county did not train Master Gardeners in 2012, although community projects continued.

**Hood River:** Management of the La Clinica Community Garden. Master Gardeners grew produce for the local FISH foodbank. Hood River County Fair Educational Display that incorporated a large water feature with plants and koi, raised beds for folks with disabilities, educational posters on bees and pollination and educational displays from Hood River Soil and Water Conservation District. Continued involvement with Next Door, Inc and their projects: The Klahre House Kids and the Raices Garden teaching workshops on composting, soil fertilization and treatment, and extending the season.

**Jackson County:** We’d like to highlight one particular new program that has had significant impact in traditionally underserved communities. In 2012, for the first time, Jackson County Master Gardeners gave out grants as well as educational assistance to local community gardens. The Medford Gospel Mission Garden and the Forest Workers & Harvesters Alliance Garden in Ashland each received \$1,000. Master Gardeners spent time working with the Gospel Garden getting it planted and tending the garden throughout the summer and into the fall. Plenty of vegetables were harvested all summer for use in the Gospel Mission’s free restaurant, “The Main Ingredient”. About ten of the raised beds were used by local folks to raise their own vegetables. The reaction of the neighbors living near the Gospel Mission, a very economically disadvantaged neighborhood, was very positive. While we were working in the garden, people would pull over in their cars, walk or bike into the garden to tell us how happy they were to have this garden in their neighborhood. Jason Bull, Associate Director of the Medford Gospel Mission and his wife Ginger both completed the Master Gardener program this year. Many tomato plants, donated by both Josephine and Jackson County Master Gardeners were given away at the Gospel Garden. The final taping of “Scott’s Garden” shown on KDRV TV was recorded at the Gospel Garden in September. Plans for 2013 include gardening workshops and expanding the role of this garden in the neighborhood. Ginger is interested in starting a gardening program for children. Cooking demonstrations

Last Revised January 23, 2013

using garden produce have also been discussed. There are so many outreach opportunities at the Gospel Garden. The Alliance Garden in Ashland is comprised of mostly Hispanic gardeners who are affiliated with the Forest Works & Harvesters Alliance, based in Albany, CA. There are about 20 families involved. The garden is on land owned by Ashland residents, Will Prust and his pediatrician wife Barbara Sibley. They basically donate part of their property for use as this community garden. Because most of these gardeners only speak Spanish, the Master Gardeners working with the Alliance garden have found it challenging! I found a Spanish language basic gardening guide from the UC Davis Extension to print out and gave out copies at our first meeting September 30. Fran Ryan, MG 2011, is bilingual and interpreted for us during the meeting. The focus of this meeting was to meet as many gardeners as possible and talk about improving their garden soil, which is quite rocky. The goal here is to help establish a composting system and teach the layering method of planting beds. We have plans to get together in early spring, and begin setting up the composting system.

**Josephine County:** The Master Gardener Program in Josephine County included:

- Annual Master Gardener training program
- A highly successful K-12 program with county schools
- Young Master Gardeners pre-school program with the Grants Pass library
- Plant clinics at Extension, Growers Markets and special events
- Spring Garden Fair
- Home Garden Seminar (Seeds of Spring)
- Speakers Bureau
- Various community activities to increase awareness of the Master Gardeners and OSU Extension

**Klamath County:** The Klamath County Master Gardeners held plant clinics at the Extension Office, local farms market, and several local events and fairs. In addition, the gardeners had a hand in starting plants for and maintaining the Rotary Production Garden which produced over 19,000 pounds of food for local food banks. Members were involved with several community gardens and hosted its annual Junior Master Gardener Camp. Members were also active in beautification projects at the Extension office, new dog park, OC&E Trail Mini-Gardens, and OIT Arboretum.

**Lane County:** The MG @ Night program started in Lane County, 46 people completed both terms. The Tree Fruit Specialists started in 2012 providing classes to Junction City, Florence, Cottage Grove, Eugene and Springfield. Started the Diagnostic Specialist program with 20 dedicated volunteers. Funding is still not stable in Lane County. Workload is increasing for limited staff trying to run the daytime and evening MG classes. In 2013 the MGs in Lane County will use the online tracking of hours.

**Lincoln County:** The Marje Luce Search for Excellence was awarded to the Lincoln County Master Gardeners for establishing 3 demonstration gardens throughout the county: Yachats Demonstration and Community Garden (herbs, vegetables, lots of potatoes, serenity garden, native garden and much more), the Demonstration Gardens at Oregon Coast Community College campuses in Newport (vegetables, herbs and ornamentals), and a new Master Gardener experiment growing hops and barley in Lincoln City with a focus on natives, along with vegetables. In these 3 gardens infrastructure has expanded each year: greenhouses, 3 bin composters, solar fans, rain barrel water collection systems, drip irrigation and the like. Open houses and educational events were held at these gardens and the Yaquina Bay Lighthouse Garden throughout the season. Produce from each of these gardens is donated to local food pantries throughout the county.

The Yaquina Bay Lighthouse Garden in collaboration with Sam Case Elementary School and the Friends of Yaquina Lighthouses had another successful year; in fact this school/public garden has been

Last Revised January 23, 2013

in existence since the mid 1990's. It is the oldest continuous school garden project in the county. Thirty three second graders learned and participated in a full growing cycle from seed through to harvest. All produce from the garden is donated to the local Food Pantry. Newport Demonstration Garden and Yaquina Bay Lighthouse Garden were featured on the Samaritan House Garden Tour.

Vermicomposting was introduced to four 2<sup>nd</sup> grade classrooms as part of their Science Fair Projects. This is the 3<sup>rd</sup> year Master Gardeners have led tours for the Beverly Beach Science events for 4<sup>th</sup> and 5<sup>th</sup> grade classes from schools throughout the county. Master Gardeners instituted a new series of round table discussions for the public on bulb planting, soil for raised beds and amending soils, composting techniques, etc. Each of the gardens is truly demonstrational in many respects to the MG's, the communities and to the public at large. The new MG students implement their own creative projects in the gardens to experiment, or compare, or conduct trials and put their classroom education into practice.

The Lincoln County Master Gardener Association had three successful fund raisers-Annual Plant Sale, along with a Plant Clinic, Newport Seafood/Wine Festival booth and the Fall Bulb Sale.

MG's had Plant Clinic booths at Farmers Markets in Yachats, Newport, Lincoln City and Toledo throughout the season and Newport MG's continued to man it through the Winter Market. Coastal Currants is the MG online newsletter published 9 times per year, distributed to libraries, chambers and upon request. Coast Ranger published by Extension faculty 4 times per year, each issue contains MG educational articles, articles & research by Lincoln County MG's and published through OSU.

The 2012 classes were 14 full day sessions with new instructors and many new topics, strengthening the core curriculum and enticing veteran MG's to return for continuing education recertification hours. 2012 was quite a busy and productive year for the Lincoln County Master Gardeners.

**Linn County:** The Master Gardeners continue to develop the LCMGA Demonstration Garden at the Linn County Fairgrounds. They use this space as an outdoor classroom for hands-on demonstrations and classes for the public, as well as continuing education for current Master Gardeners. The Albany Garden Tour was extremely successful in 2012. This is possibly the most popular Master Gardener event in Linn County – for the public as well as the Master Gardeners. Volunteers line-up 7-8 spectacular gardens in Albany and organize a garden tour for members of the public. With purchase of a ticket, community members receive a map to all of the gardens, free gardening advice at each garden, refreshments, and a chance to talk to the garden owners. This event generates a lot of excitement and the Master Gardeners always get very good feedback from attendees. Master Gardeners continue to partner with Linn Benton Community College to offer a free gardening talk series in Albany, Lebanon, and Sweet Home. The PNW Brown Bags garden talk series is more popular than ever with an average attendance of 20 – 30 people attending each talk. There are two series, Fall & Winter, each offering 8 talks on various gardening topics. Another ever expanding area where Master Gardeners are involved in is youth gardens, at schools and youth clubs. Master Gardeners are involved in at least 3 school gardens in Albany, 5 in Lebanon, 2 in Sweet Home, and 1 in Brownsville, as well as Boys & Girls Clubs in each of those communities. One pioneering organization, Planting Seeds of Change, has been able to work with a hired school garden coordinator, develop a 2 acre production garden, and serve impressive amounts of garden produce in the school cafeterias. This is an area that Master Gardeners hope to become more involved in during the upcoming years. Community gardens in Albany, Lebanon & Brownsville are also being headed up by Master Gardeners and are offering community members a nice space to garden in. Many community members who want to grow produce are limited by a lack of a yard, or other space. In 2012 Master Gardeners who worked in community or school gardens reported donating at least 983 pounds of produce to those in need. Master Gardeners also participated in the Spring Garden Festival in

Last Revised January 23, 2013

Corvallis, the Linn County Fair, the Lebanon Food Faire, Master Gardener Mini-College, and the Willamette Valley Home Show.

**Marion County:** The Master Gardener program in Marion County trained and graduated 35 class members in 2012. These class members and an additional 70 veteran Master Gardeners who reported hours volunteered at total of 12,085 hours of community service in the county in 2012. Master Gardener volunteers staff the Home Gardener help line in the Extension office throughout the year and in 2012 served 2,132 clients. They also staff clinics at various County venues throughout the year including Salem Saturday Market, the Yard, Garden and Patio Show, Earth Day, Agfest and the State Fair, reaching an additional 367 clients. They sponsor a school education program that in 2012 provided horticultural education to 385 students in 16 Salem-Keizer classrooms in 5 schools. In addition, the Master Gardeners organized a summer program at Nellie Muir Elementary school in Woodburn in June and July that served over 300 kids. The Master Gardeners also present “bug classes” to area schools including Oregon Garden Home School day, reaching approximately 640 adults and kids total. This year they continued to act as consultants for community garden start-ups in the county. In 2012 seven Master Gardeners provided assistance to eight community gardens throughout the county. Several Master Gardeners work in Oregon State Correctional Institutions with Lettuce Grow Garden Foundation. The Master Gardeners continue to develop the Marion Garden, their 1.75 acre demonstration garden behind the Extension office, utilizing the space for public workshops on tree fruit pruning, ornamental pruning and beneficial insects. The vegetable garden contributed 475 pounds of fresh produce to 5 area organizations this year. Master Gardeners continue to offer presentations weekly on KBZY 1490 radio and also in 2012 provided speakers to 9 area organizations.

**Polk County:** Over the years, the Polk County Master Gardeners have deliberated over the possibility of developing a demonstration garden in order to educate the public about attractive, sustainable gardening methods. In 2012, this dream became a reality with the signing of an agreement with the City of Independence for development of a seven acre plot of land within Mt. Fir Park. Ten intrepid Master Gardeners cleared brush in October in order to prepare for establishing paths and garden beds in the spring and summer of 2013. Plans are underway for different areas to exhibit various methods and types of gardens including native plants, xeriscaping, fruit trees, berries, vegetables and herbs. The Polk County Master Gardeners had a record 22 attendees at the Oregon Master Gardener Mini- College in Salem in July, including two members who coordinated the housing arrangements and five who acted as greeters for all those who attended Mini-College.

The Polk County Master Gardeners donated over 7,645 hours of volunteer time in 2012 making over 2,100 public contacts at various venues. This included 400 public contacts at the Plant Clinic at the Polk County Fair. The 21 new trainees from the class of 2012 completed over 1,300 hours of payback, with 18 graduating. Of those graduates, five have become members of the Executive Board and several others are taking other leadership roles.

Public events included presentations by local gardening experts at monthly Chapter Meetings and the renowned Fall Fling, a day-long series of presentations by local and nationally-renowned gardening personalities. This year’s keynote speakers were Judy Alleruzzo and William McClenathan of CBS TV’s Garden Time. The primary fundraising event, the annual Plant Sale attracted over 1,000 people on May 11th & 12th. Funds from this event enabled the Master Gardeners to award a scholarship of \$2,600 to a student participating in the Horticulture program at Oregon State University. Scholarships to attend the Oregon Master Gardener Association Mini-College accounted for \$760. The Fall Fling was underwritten to the tune of \$1,564. The new demonstration garden received \$734 to begin clearing brush to prepare for development of paths and gardens. The Master Gardeners also donated \$150 each to five local libraries for a total of \$750. Each donation was split evenly between adult and child garden-related



Last Revised January 23, 2013

books. Other donations were made for 4H/Open Class County Fair Awards, Mini-College and \$750 to the Oregon Master Gardener Association. The funds are also used for reference books for the Plant Clinic and office library; OSU lab fees for clients; and presentation equipment for the Master Gardener Training, chapter meetings and the Fall Fling. A \$1,000 donation was made to Trinity Lutheran Church in appreciation for the use of their facilities for Master Gardener Training and meetings.

**Portland Metro Area:** Portland Metro area: • In 2012 we trained 183 new volunteers and supported an additional 1130 active volunteers. • Metro area Master Gardener volunteers contributed over 42,000 hours of volunteer service for OSU Extension service in 2012. • Master Gardeners reached 50,000 plus clients: • 5,120 clients through three office phone clinics • 24,979 clients at fifty-four remote clinics • 678 clients via seven Master Gardener participants in Ask an Expert • 19,223 plus clients at over one hundred other events • Master Gardener food gardens donated over 25,000 pounds of produce to the community. • Ten-minute University, an educational program organized and instructed by Master Gardeners, provided short-format learning opportunities for over 1,900 clients through 63 presentations at 2012 farmer's markets and other venues. • We maintain many productive relationships with various community partners to deliver horticultural education to the general public including: Oregon Zoo, Metro, International Rose Test Garden, Pittock Mansion, and more. • Our Master Gardener website, [www.metromastergardeners.org](http://www.metromastergardeners.org) received 21,800 unique visitors and had over 40,000 website 'hits'.

**Tillamook County:** Some of the outstanding projects completed by OSU Master Gardeners in Tillamook County included: working at a plant clinic at two farmer's markets, answering the public's horticultural questions; managing the OSU Master Gardener Learning Garden at the Tillamook County Fairgrounds where they demonstrate gardening techniques and grow locally adapted plants; teaching weekly sessions about gardening and horticulture to inmates at the Tillamook Youth Authority, hosting educational activities for the public throughout the year; providing the editors and a committee to help publish "The Tiller," the OSU Extension Service horticulture newsletter for Tillamook County that is published four times per year and distributed by mail and e-mail to over 500 households and another 50 copies directly to the county libraries; providing a community pruning day for those who cannot do the work themselves; volunteering at several community gardens (CARTM Recycling Center, Alder Creek Farm, Food Roots, Wheeler Community Garden, Rockaway Community Garden, Bay City Community Garden, Habitat for Humanity, the Tillamook City entries, the pioneer Museum, Craig Roberts Memorial Garden, etc.); volunteering to help with educating youth through the 4-H gardening day camp, teaching at local schools, assisting with several school gardens; and teaching classes for home school students and 4-H clubs; hosting the Extension Spring Classes for the public and Master Gardeners; organizing and hosting educational tours of local gardens and to sites of horticultural interest outside of the area for the public; and contributing their financial resources to community projects including the local food banks, high school scholarships, Master Gardener scholarships, 4-H awards and scholarships, supporting the Mg learning garden, and purchasing educational resources for the OSU Master Gardener office when needed.

**Umatilla County:** In addition to all their previous years activities, Umatilla County Master Gardeners participated in Hermiston Farmer's Market, advising Head Start programs in Hermiston and Umatilla, had an Ask an MG booth at Baby-A-Fair, and wrote articles for the East Oregonian newspaper.

**Union County:** Eighteen people took part in the Union County Master Gardener Training Program in 2012. Ten of the participants were re-certifying and eight were new to the program. In the end, five completed recertification requirements and three completed the new MG training program and community service hours. There were three key community projects this year, the La Grande Community Garden, Gangloff Park clean up and native plant protection, and Union Greenhouse and School Garden establishment.

Seven of our Master Gardeners participated in community garden plots, garden maintenance, tree planting, and clean-up activities. Three Master Gardeners participated in class instruction. Three Master Gardeners helped plant flowers at the Union County Fairground. Six Master Gardeners participated in the OSU Extension plant clinic. One Master Gardener has been instrumental in helping to establish a farm to school/school garden project in Union. Produce from several of the community garden plots was donated to the local Senior Center and Food Bank during the gardening season. Master Gardeners also participated in a community gleaning day and apple cider pressing in late September. We also have two Master Gardeners who manage local nurseries and they have helped steer people to the Extension office for help and answered many questions in their work places.

**Wasco County:** Wasco County Master Gardeners held a very successful spring plant sale, growing all plants in the NORCOR greenhouse. NORCOR is a correctional facility that serves four counties. It has both a regional adult jail and a juvenile detention correctional facility. Master gardeners work with the juvenile detainees teaching them how to the process of growing your own vegies. The Wasco County Master Gardener Program has been highlighted in several high-profile publications in 2012, including: Sunset Magazine, The Oregonian, Ruralite magazine.

**Yamhill County:** In 2012, The Yamhill County Master Gardeners continued to partner with the Salvation Army to run a community vegetable and cut flower garden. Vegetable rows were made available to low income residents and paying members of the public as available, and several rows were dedicated to providing food for the local food banks. Cut flowers were sold to the public and to local florists to help fund activities of the community garden. A major success in 2012 was the beginning of an enhanced Outreach and Publicity Committee. The committee, chaired by Alan Wenner and JL Lindane, has an active speakers bureau, hosts a weekly radio show that includes call-ins from the public, created a new website that continues to be enhanced for the YCMGA, offers talks for civic clubs, and appoints a representative to appear at every Yamhill County Commissioners meeting. In addition, they are planning for a spring event, tentatively entitled Spring into Gardening, and creating additional educational materials and displays.

---

## 7. Media Outreach

**Newspaper, TV, Radio:** In 2012 outreach via newspaper, television and radio outlets is *conservatively estimated* to have generated an additional **720,939 public contacts** (Table 4). This number is based upon the number of newspaper articles reported by Master Gardener programs across the state (where I roughly estimated a readership of 500 per article), TV interviews (with an estimated viewership of 1,000 per TV spot), and radio spots or radio shows (with an estimated listenership of 500 per radio spot). In addition, this number also includes the number of unique visitors to Master Gardener websites. These are extremely conservative estimates, considering that The Oregonian, alone, boasts a daily readership of 900,000<sup>2</sup>. In addition, most of these newspaper columns, television and radio spots are also accessible via the internet, which fosters additional contacts after the original story has run.

Of note, in terms of media coverage, the Dalles Imagination Garden (a project of the Wasco County Master Gardener program, in collaboration with Wasco County 4-H) was featured in a high profile story of in Sunset Magazine, in August of 2012. The magazine has over 1,000,000 subscribers, with many more readers purchasing the magazine off of the rack.

---

<sup>2</sup> Oregonian Readership at a Glance (accessed January 16, 2013): <http://biz.oregonian.com/adresources/?sec=16&tert=29>

Links to a sampling of the media coverage of the Master Gardener Program in 2012 include:

The Oregonian

- May 29, 2012: [Master Gardeners transform 'hell strip' bordering solar panels near Wilsonville into sustainable display](#)
- June 9, 2012: [Reader response: Grafted tomatoes get a green thumbs up from most gardeners](#)
- October 12, 2012: [Walt Morey rain garden community effort, outdoor classroom: Friday feature](#)

The Clackamas Print

- October 10, 2012: [Oregon Interpretive Trail Center 'rounding up the wagons'](#)

Bend Bulletin

- April 29, 2012: [Getting Started in the Garden](#)

Curry Coastal Pilot

- August 8, 2012: [Sixth Annual Coastal Art and Garden Tour](#)

Many of the Master Gardener program media outreach efforts are regular features that have generated a faithful following. A sample of these regular spots include Ross Penhallegon's regular '[In the Garden](#)' television spots on [KEZI](#), Jackson County Master Gardeners' regular television features on '[Scott's Garden on KDRV](#)', the Central Oregon Master Gardeners' regular appearances on the cable television show 'Good Morning Central Oregon', Chip Bubl's weekly '[The Garden Spot](#)' radio program on [KOHI](#) and Neil Bell's weekly 'Master Gardeners' Question of the Week' column in the Statesman Journal.

Other Source of Media Outreach: In addition to newspaper, television and radio spots, all county Master Gardener Programs have websites advertising their educational programs, 68% participate in Ask an Expert, and 44% have Facebook pages (Table 6). Other outreach efforts include: blogs (8% of programs), Twitter (12% of programs) and online courses through eXtension's Moodle (12%).

The social media sites, in particular, further amplify the outreach and engagement of the OSU Extension Master Gardener Program. On the statewide Master Gardener Facebook page, for example, has over 1,4000 'likes' and an average weekly reach that ranges between 1,000 and 2,000 people.

Another important source of media outreach are the newsletters published by Master Gardener Programs (in close conjunction with their participating Master Gardener Association) and newsletters published by county Extension offices (which usually feature at least one article about Master Gardeners). Master Gardener newsletters are published on a monthly basis, and are distributed to current Master Gardeners, libraries and gardening clubs, and to others upon request. Extension office newsletters are often published on a quarterly basis, and distributed to every household in the county. Most county programs have both a monthly Master Gardener newsletter and a quarterly Extension newsletter that further expands their media- based outreach into the community.

---

## 8. Extramural Funding

In 2012, the Master Gardener Program received at least **\$410,182 in extramural funding**. The source of these funds came from **cash and in-kind donations from Master Gardener Associations (\$109,997)**,

Last Revised January 23, 2013

**revenue from class fees (\$196,325), and grants in support of Master Gardener programming (\$41,160).** A breakdown of funds, by county, can be found in Table 7.

A majority of the revenue from class fees came from the annual Master Gardener trainings that were conducted by 28 counties in 2012. The average cost of Master Gardener training fees was \$135 in 2012 (Table 1), up from \$115 in 2009. Across individual programs, Master Gardener training fees ranged from a low of \$45 to a high of \$390 (Table 1). Class fees are locally set, according to local needs (i.e. is free classroom space available, or does the program need to rent classroom space?) and local market conditions.

---

## 9. Summary

The OSU Master Gardener program had another year of successes and innovations in 2012. Active programs and associations across the state worked to educate Oregonian's about the art and science of all aspects of sustainable gardening. Educational conferences and seminars allowed Master Gardener volunteers to expose large segments of the general public to an array of gardening topics, while plant clinics in Extension offices and farmer's markets provided the opportunity for one on one interaction, which focused on a specific question or problem of concern to the client. By any measure- be it fiscal (**\$4.2 million** value of volunteer service and **\$416,973** in extramural funding), public contacts (**186,494** people worked with a Master Gardener in plant clinic or attended a Master Gardener educational program), media exposure (*conservatively estimated* at **718,216** additional public contacts via TV, newspaper, radio and internet), the number of individuals who elect to become a Master Gardener (**845 new trainees, of which 68% completed their service practicum**) or the number of individuals who elect to remain active in the program (**3,341 veteran Master Gardeners, of which 62% recertified in 2012**) – the Master Gardener Program represents a huge benefit to Extension, Oregon State University and the people of Oregon.

All that is accomplished in the Master Gardener program would be impossible without the dedication and talents of the **4,160 Master Gardener volunteers** who **donated a combined total of 194,898 hours to the program**. Also essential to the success of the program are the **24 Master Gardener Associations that contributed a combined total of \$108,997** in support of local and statewide programs. As historical sources of funding for Extension have decreased over the years, the volunteer hours and fiscal support of Master Gardeners and associations have allowed the program to flourish at a time when a variety of challenges could have diminished the program. Nonetheless, funding issues continue to challenge the Master Gardener program. Securing a sustainable funding stream for several counties and for the statewide Master Gardener program is essential to maximizing the capacity of the Master Gardener program to train volunteers, develop timely and relevant programs, and work with the citizens of Oregon to promote sustainable gardening practices and backyard food solutions.

**Table 5.** OSU Master Gardener: Volunteer Service and Public Contacts

County	# of Newspaper Articles	# of TV spots	# of Radio spots	# of Website		*Estimated Public Contacts Via Media Outreach
				Unique Visitors	Hits	
Baker	10	0	0	NR	NR	5,000
Benton	20	0	0	646	946	10,646
Central Oregon*	8	13	0	1820	2838	18,820
Clatsop	27	0	24	536	1714	26,036
Columbia	13	0	52	NR	NR	32,500
Coos	10	0	0	NR	NR	5,000
Curry	1	NR	NR	NR	NR	500
Douglas	8	2	4	NR	NR	8,000
Grant	NR	NR	NR	NR	NR	NR
Hood River	12	0	6	528	3012	9,258
Jackson	60	61	2	4044	3015	96,044
Josephine	12	0	5	NR	2000	8,500
Klamath	0	0	0	NR	NR	0
Lane	24	13	138	NR	NR	94,000
Lincoln	30	2	20	NR	NR	27,000
Linn	30	0	0	587	901	15,587
Marion	52	0	52	NR	NR	52,000
Portland Metro****	5	1	2	21,800	40,902	26,300
Polk	6	2	2	NR	NR	6,000
Tillamook	95	0	12	NR	NR	53,500
Umatilla	10	0	0	194	301	5,194
Union	NR	NR	3	1,023	NR	2,523
Wasco	4	0	18	NR	NR	11,000
Yamhill	3	0	12	NR	NR	7,500
Statewide	3	0	1	197,761	2,401,008	199,761
<b>TOTAL</b>	<b>443</b>	<b>94</b>	<b>353</b>	<b>228,939</b>	<b>2,456,637</b>	<b>720,939</b>

\*Estimated public contacts via media outreach was conservatively estimated as: (# of newspaper articles \* 500 estimated readers) + (# of TV spots \* 1,000 estimated viewers) + (# of radio spots \* 500 estimated listeners) + # of documented unique visitors to websites.

Last Revised January 23, 2013

**Table 6.** Other media outreach efforts of Oregon’s Master Gardener programs.

<b>County</b>	Website for MGs	Facebook	Twitter	eXtension Moodle	Blog	eXtension Ask an Expert	YouTube/ Vimeo	Flickr	Adobe Connect	Other
Baker	***									
Benton	***	***				***				
Central Oregon*	***							***		***
Clatsop	***					***			***	
Columbia	***					***				
Coos	***			***		***	***			
Curry	***									
Douglas	***	***				***				
Grant	***									
Hood River	***	***								
Jackson	***		***			***				
Josephine	***					***				
Klamath	***					***				
Lane	***	***			***	***				
Lincoln	***	***				***			***	
Linn	***	***				***				
Marion	***					***				
Metro**	***	***	***	***		***				
Polk	***	***								
Tillamook	***					***				
Umatilla	***	***								
Union	***	***				***				
Wasco	***									
Yamhill	***			***		***				
Statewide	***	***	***		***	***	***	***	***	
<b>Percent of Programs</b>	<b>100%</b>	<b>44%</b>	<b>12%</b>	<b>12%</b>	<b>8%</b>	<b>68%</b>	<b>8%</b>	<b>8%</b>	<b>12%</b>	<b>8%</b>

## 10. Extramural Funding

In 2012, the Master Gardener Program received at least **\$410,182 in extramural funding**. The source of these funds came from **cash and in-kind donations from Master Gardener Associations (\$109,997), revenue from class fees (\$196,325), and grants in support of Master Gardener programming (\$41,160)**. A breakdown of funds, by county, can be found in Table 7.

A majority of the revenue from class fees came from the annual Master Gardener trainings that were conducted by 28 counties in 2012. The average cost of Master Gardener training fees was \$135 in 2012 (Table 1), up from \$115 in 2009. Across individual programs, Master Gardener training fees ranged from a low of \$45 to a high of \$390 (Table 1). Class fees are locally set, according to local needs (i.e. is free classroom space available, or does the program need to rent classroom space?) and local market conditions.

---

## 11. Summary

The OSU Master Gardener program had another year of successes and innovations in 2012. Active programs and associations across the state worked to educate Oregonians about the art and science of all aspects of sustainable gardening. Educational conferences and seminars allowed Master Gardener volunteers to expose large segments of the general public to an array of gardening topics, while plant clinics in Extension offices and farmer's markets provided the opportunity for one on one interaction, which focused on a specific question or problem of concern to the client.

By any measure- be it fiscal (**\$4.2 million** value of volunteer service and **\$416,973** in extramural funding), public contacts (**186,494** people worked with a Master Gardener in plant clinic or attended a Master Gardener educational program), philanthropic (**135,770 documented pounds of produce donated to food banks or food pantries**), media exposure (*conservatively estimated* at **718,216 additional public contacts** via TV, newspaper, radio and internet), the number of individuals who elect to become a Master Gardener (**845 new trainees, of which 68% completed their service practicum**) or the number of individuals who elect to remain active in the program (**3,341 veteran Master Gardeners, of which 62% recertified in 2012**) – the Master Gardener Program represents a huge benefit to Extension, Oregon State University and the people of Oregon.

All that is accomplished in the Master Gardener program would be impossible without the dedication and talents of the **4,160 Master Gardener volunteers** who **donated a combined total of 194,898 hours to the program**. Also essential to the success of the program are the **24 Master Gardener Associations that contributed a combined total of \$108,997** in support of local and statewide programs. As historical sources of funding for Extension have decreased over the years, the volunteer hours and fiscal support of Master Gardeners and associations have allowed the program to flourish at a time when a variety of challenges could have diminished the program. Nonetheless, funding issues continue to challenge the Master Gardener program. Securing a sustainable funding stream for several counties and for the statewide Master Gardener program is essential to maximizing the capacity of the Master Gardener program to train volunteers, develop timely and relevant programs, and work with the citizens of Oregon to promote sustainable gardening practices and backyard food solutions.

Last Revised January 23, 2013



Last Revised January 23, 2013

**Table 7.** Funding and fiscal support provided by the Master Gardener Associations, generated from fee-based classes and grants and received from sources in 2012.

County	Financial Support from Master Gardener Associations (US\$)		Revenue Generated from Fees (US\$)		Grants Received in Support of Programming (US\$)		Other Funds Received (US\$)	Total (US\$)
	Cash Donations	In-Kind Donations	Master Gardener Training	Community Classes	Internal Grants	External Grants		
Baker	NA	NA	2,505	605	0	0	0	\$3,100
Benton	28,000	0	3,080	500	0	2,250	0	\$33,830
Central Oregon*	1,275	0	8,800	0	0	2,670	0	\$12,745
Clatsop	2,82	0	765	0	0	0	0	\$765
Columbia	3,000	0	1,800	300	0	0	0	\$5,100
Coos	9,877	1,070	1,575	3,285	0	0	0	\$15,807
Curry	NR	NR	NR	NR	NR	NR	NR	\$0
Douglas	0	0	6,600	2,000	0	0	3,000	\$11,600
Hood River	4,075	200	0	0	0	0	0	\$4,275
Grant	NA	NA	0	0	0	0	0	\$0
Jackson	7,007	0	10,740	4,340	0	0	0	\$22,087
Josephine	0	0	5,200	600	0	0	0	\$5,800
Klamath	0	0	2,390	0	0	0	0	\$2,390
Lane	18,445	100	11,175	20,375	0	4,000	0	\$54,095
Lincoln	1,000	0	3,300	0	0	500	0	\$4,800
Linn	750	0	1,760	1,000	1,500	250	0	\$5,260
Marion	0	0	0	0	0	0	0	\$0
Metro**	5,000	3,000	55,000	0	0	25,000	60,000	\$148,000
Polk	3,253	0	1,470	510	0	0	0	\$5,233
Tillamook	2,000	1,200	1,470	240	0	5,490	0	\$10,400
Umatilla	0	0	1,445	0	0	0	0	\$1,445
Union	NA	NA	1,635	0	0	0	500	\$2,135
Wasco	0	0	0	0	0	3,500	0	\$3,500
Yamhill	0	0	1,820	300	0	0	0	\$2,120
Statewide***	20,745	0	9,360	30,380	0	0	0	\$60,485
<b>TOTALS</b>	<b>\$104,427</b>	<b>\$5,570</b>	<b>\$131,890</b>	<b>\$64,435</b>	<b>\$1,500</b>	<b>\$43,660</b>	<b>\$63,500</b>	<b>\$414,982</b>

NA: Baker, Grant and Union Counties do not have Master Gardener associations and thus are not in a position to receive fiscal support from an association.

\*Central Oregon includes Deschutes, Jefferson and Crook counties

\*\*Portland Metro includes the Multnomah, Clackamas and Washington County Master Gardener Associations.

\*\*\*Master Gardener trainings delivered online.

†Extension district funds

††cash donations to support the Dalles Imagination Garden