

Last Revised August 14, 2014.

2013 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 2013 calendar year

Ronda Armour, MG Program Assistant, Yamhill County
Margaret Bayne, Administrative Program Specialist, Portland Metro
**Christina Bixel, Administrative Program Assistant, Lane County (joined program in 2013)
Neil Bell, Agent, Horticulture, Marion and Polk Counties
Chip Bubl, Agent, Agent, 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
Prukahj Deol, MG Program Instructor, Washington County
Amy Jo Detweiler, Agent, Horticulture, Deschutes, Crook, Jefferson Counties
Barbara Fick, Agent, Horticulture, Benton and Linn Counties
Gena Harvey, MG Program Coordinator, Harney County
Joy Jones, Agent, Ag/4-H/MG, Tillamook County
Gail Langellotto, Statewide Coordinator, Campus
Lynn Long, Agent, Ag/Hort/MG, Wasco County
Robin Maille, MG Program Coordinator, Union County
**Linda McMahan, Agent, Chair/Ag/Hort, Yamhill County (retired in 2013)
Weston Miller, Agent, Hort/MG, Multnomah, Clackamas and Washington Counties
Keely Moxley, MG Program Assistant, Klamath County
Elizabeth Olsen, MG Program Coordinator, Lincoln County
Pami Opfer, MG Program Assistant, Benton and Linn Counties
**Ross Penhallegon, Agent, Ag/Hort, Lane County (retired in 2012, but active in 2013)
Cindy Peterson, MG Program Assistant, Coos County
**Karen Pleasant, MG Program Coordinator, Josephine County (joined program in 2013)
Steve Renquist, Agent, Ag/Hort, Douglas County
**Bob Reynolds, Hort. Instructor/MG, Jackson County (left Josephine County in 2013)
Linda Renslow, MG Program Assistant, Lane County
**Jessie Street, MG Program Coordinator, Union County (joined program in 2013)
Scott Thiemann, MG Program Coordinator, Curry County
**Scott Thompson, MG Program Coordinator, Clatsop County (joined program in 2013)
Jordis Yost, Program Coordinator, Portland Metro

2. Description of the program

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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 2013, the Master Gardener program had a presence in 28 of Oregon's 36 counties (see section 3. 'Geographic Extent of the Program', for more information), and 3,836 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 2013 the program was in the able hands of 34 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 one of Extension's most popular volunteer management programs, as measured by the number of new volunteers who seek entry each year (798 trainees in 2013), as well as by the number of volunteers who elect to remain in the program for succeeding years (3,038 veterans in 2013). 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

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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 **2013** there were **3,836 active Master Gardeners** who made at least **221,871 public contacts** and donated at least **206,824 hours** to the program (Tables 1 and 2). The hours donated to Extension by Master Gardener volunteers resulted in approximately **101 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 **\$4.4 million** (calculated as hours donated multiplied by \$21.35, the dollar estimate per volunteer hour in Oregon, for 2013¹).

On average, **69% of the 798 Master Gardener trainees** who enrolled in on-site Master Gardener trainings **completed their volunteer service obligation**, although individual counties ranged from a low of 19% retention to a high of 93%.

On average, **64% of the 3,038 veteran Master Gardeners chose to recertify in 2013**, although the percent of veterans who recertified varied substantially across county or regional programs (7% 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.

3. Geographic Extent of the Program and Master Gardener Associations

In 2013, Master Gardener programs were active in 28 of Oregon's 36 counties (Baker, Benton, Clackamas, Clatsop, Columbia, Coos, Crook, Curry, Deschutes, Douglas, Harney, Hood River, Jackson, Jefferson, Josephine, Klamath, Lane, Lincoln, Linn, Marion, Multnomah, Polk, Tillamook, Umatilla, Union, Wasco, Washington and Yamhill). Of these, Harney County held its second training in 2013, and Grant county was in its fourth year of administering an Extension Master Gardener Program. In 2013, the program did not have an active presence in Gilliam, Grant, 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 2013. The Oregon Master Gardener Association (OMGA) and its local chapters work to support the Oregon State University Extension Master Gardener Program in all but three counties that have an active Master Gardener Program. The three counties without OMGA chapter include Harney, Union and Baker counties.

¹http://www.independentsector.org/programs/research/volunteer_time.html

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Table 1. Training and retention of OSU Master Gardener volunteers in 2013.

County	Course Cost Per Trainee†	Master Gardeners			Trainees Completing Service (%)	Veterans Recertified (%)
		Trainees	Veterans	Total		
Baker	\$175	7	12	19	57	67
Benton	\$115	32	76	108	84	91
Central Oregon*	\$275	30	85	115	60	84
Clatsop	\$75	17	64	81	65	72
Columbia	\$75	25	32	57	48	47
Coos	NA	0	70	70	NA	82
Curry	\$175	18	16	34	50	75
Douglas	\$150	25	253	278	88	40
Hood River	\$150	18	76	94	78	92
Jackson	\$175	69	412	481	80	36
Josephine	\$100	50	259	309	42	7
Klamath	\$175	16	31	47	69	84
Lane	\$235	93	410	503	70	33
Lincoln	\$195	30	70	100	80	86
Linn	\$120	19	44	63	90	80
Marion	\$100	35	127	162	71	24
Portland Metro**	\$395	199	625	824	61	100
Polk	\$100	16	132	148	75	40
Tillamook	\$100	14	51	65	93	96
Umatilla	\$115	14	42	56	64	45
Union	\$150	19	10	29	11	70
Wasco	\$90	13	31	44	92	100
Yamhill	\$180	16	110	126	88	45
Statewide***	\$395	23	0	23	NA	NA
TOTAL or MEAN ± SE	\$166	798	23,038	3,836	69%	64%

NA=Not Applicable. Coos County did not conduct Master Gardener trainings in 2013. 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.

*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.

† Prices include the cost of the MG Handbook.

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

County	Hours of Volunteer Service	Number of Public Contacts ^z	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	1,328	2,868	70	151	NR
Benton	12,363	19,231	114	178	5,667
Central Oregon*	8,892	7,152	77	62	458
Clatsop	4,356	3,279	54	40	NR
Columbia	3,000	1,500	53	26	3,500
Coos	3,338	1,926	NR	NR	NR
Curry	2,820	2,550	83	75	538
Douglas	16,200	4,600	58	17	4,800
Hood River	6,853	21,235	73	226	250
Jackson	19,531	13,300	41	28	NR
Josephine	12,602	10,086	41	33	500
Klamath	1,994	257	42	5	NR
Lane	9,105	9,869	18	20	45,000
Lincoln	10,020	7,567	100	76	1,120
Linn	6,162	7,136	98	113	500
Marion	11,765	3,416	73	21	457
Portland Metro***	47,962	90,762	58	110	18,366
Polk	8,360	1,215	56	8	1,050
Tillamook	6,539	3,767	100	58	1,100
Umatilla	1,121	2,798	20	50	656
Union	NR	NR	NR	NR	40
Wasco	2,985	2,808	68	64	566
Yamhill	9,528	4,549	76	36	18,366
TOTAL or MEAN ± SE	206,824	221,871	62	63	102,934

^zA public contact represents one person who used the services of the OSU Extension Master Gardener program in 2013, via use of or participation in plant clinics, public gardening classes, demonstration days and other activities.

NR = Not Reported.

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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 2013, for example, **the OMGA and its chapters donated (\$61,694 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 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 2013 offerings of the online Master Gardener course included students from 4 US states, (HI, MA, NJ, WI) and Switzerland.**

Oregon's Master Gardener coordinators were active in National Extension Master Gardener activities in 2013. The 2013 Extension Master Gardener Coordinator's online discussions were organized by Oregon's statewide coordinator. Two OSU Extension faculty members and one Master Gardener volunteer presented their work to Master Gardener coordinators and volunteers from across the country, during this webinar series. In addition, the Statewide Coordinator co-led a national task force that worked to develop a national mission statement and program standards for Master Gardener Programs at Land Grant Universities in the United States.

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 received word in 2013 that Oregon was chosen as the host for the 2017 International Master Gardener Conference.

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4. Extent of Program Activities in 2012 (Tables 4, 5, 6)

In 2013, 95% of all county and regional Master Gardener Programs received and answered walk-in and phoned in gardening questions at county Extension Offices. The majority of programs (83%) also accepted and answered questions via email. Farmer's Markets (79%), plant sales (79%) and community events (83%) were also popular locations for mobile plant clinics. A total of 54% of programs participated in the eXtension Ask an Expert program in 2013. (See Table 4 for more details).

The majority of Master Gardener Programs conducted programs in youth/school gardens (92%), demonstration gardens (79%) and community gardens (79%) in 2013. Educational programs were also conducted in prison gardens (21%), civic/government gardens (25%) and gardens at senior centers (238%). (See Table 5 for more details).

Master Gardeners presented classes at community events (79% of programs), in schools (58%), and to their fellow Master Gardeners (75%) in 2013. (See Table 6 for more details).

It is noteworthy that in 2013, 50% of Master Gardener Programs used Facebook for educational outreach or publicity, a large increase from past years (data not shown).

5. Notable Events in 2013

The Master Gardener program saw many new initiatives, developments and challenges in 2013. A few of these are listed below:

Threat of Loss of Funding for Extension in Jackson County: The Jackson County Budget Committee proposed deleting funding for Extension in the county which created significant uncertainty for both the Master Gardener program and Extension in Jackson County generally. The commissioners ultimately provided sufficient funding to operate through next summer while also proposing that an Extension service district be placed on the ballot for May 2014. Postscript: the ballot measure successfully passed by a wide margin in 2014.

Clackamas County Master Gardener Association Makes Endowment Pledge to Statewide Fund: The Clackamas County Master Gardener Association became the first Master Gardener Association at the state or local levels to make a multi-year pledge to support an Extension endowment fund. Specifically, the CCMGA pledged \$25,000, payable over 5 years, to the Statewide Master Gardener Endowment Fund.

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Table 4. Master Gardeners field and answer gardening questions via a variety of venues. Venues used by Oregon’s Master Gardener Programs are summarized, below.

County	Extension Office Walk-Ins	Extension Office Phone Call	Master Gardener Program Email Address	Facebook or Twitter	Farmer’s Market	Plant Sale	Master Gardener Conference	eXtension Ask an Expert	Community Event	Other†
Baker	***	***	***		***				***	***
Benton	***	***	***		***	***	***	***	***	***
Central Oregon*	***	***				***			***	
Clatsop	***	***	***		***	***	***		***	***
Columbia					***	***		***		
Coos	***	***	***	***	***	***	***		***	
Curry	***	***	***			***	***		***	***
Douglas	***	***	***		***	***	***	***	***	***
Hood River	***	***	***		***	***			***	***
Jackson	***	***	***		***	***	***	***		
Josephine	***	***			***	***	***	***	***	***
Klamath	***	***		***	***	***			***	***
Lane	***	***	***			***	***	***	***	
Lincoln	***	***	***	***	***	***		***	***	***
Linn	***	***	***	***	***			***	***	***
Marion	***	***	***		***	***			***	***
Metro**	***	***	***		***	***		***	***	***
Polk	***	***	***			***		***	***	***
Tillamook	***	***	***		***	***			***	
Umatilla	***	***			***				***	
Union	***	***	***		***			***	***	
Wasco	***	***	***		***	***		***		
Yamhill	***	***	***		***	***	***	***	***	
TOTAL PROGRAMS (%)	95	95	83	17	79	79	38	54	83	54

NR = Not Reported; *Central Oregon includes Deschutes, Jefferson and Crook counties; **Portland Metro includes Multnomah, Clackamas and Washington Counties

†Other’ locations include community gardens, soil clinics, demonstration gardens, Fred Myer’s, local library, other retail outlets.

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Table 5. Master Gardeners conduct educational programs in gardens. Below is a listing of the diversity of Extension Master Gardener Program educational activities that were conducted in gardens in 2013.

County	Youth/ School Garden	Community Garden	Demonstration Garden	Prison Garden	Senior Center Garden	Hospital Garden	Civic or Government Garden	Other Garden†
Baker				***				
Benton	***	***	***		***		***	
Central Oregon*	***	***	***					
Clatsop	***		***					***
Columbia	***	***	***		***			
Coos	***	***						
Curry	***	***	***		***		***	***
Douglas		***	***					
Hood River	***	***	***		***		***	
Jackson	***	***	***					
Josephine	***		***					
Klamath	***	***						
Lane	***	***	***		***			
Lincoln	***	***	***		***			
Linn	***	***	***				***	
Marion	***	***	***	***				
Metro**	***	***	***	***	***	***	***	***
Polk	***	***	***					
Tillamook	***	***	***	***	***	***		
Umatilla	***	***	***					
Union	***	***	***					
Wasco	***							
Yamhill	***	***	***	***	***	***	***	***
TOTAL PROGRAMS (%)	92	79	79	21	38	13	25	17

*Central Oregon includes Deschutes, Jefferson and Crook counties

**Portland Metro includes Multnomah, Clackamas and Washington Counties

†Other gardens include a pet-friendly garden at the county animal shelter

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Table 6. Master Gardeners conduct educational programs in gardens. Below is a listing of the diversity of Extension Master Gardener Program educational activities that were conducted in gardens in 2013.

County	Hosted an Educational Conference	Hosted an Educational Seminar Series	Presented a Class at Community Events	Presented a Class for MG Classes	Presented a Class for K-12 Classes	Other Public Speaking
Baker			***	***		
Benton	***	***	***	***	***	***
Central Oregon*	***	***	***	***	***	
Clatsop	***	***	***	***	***	
Columbia						
Coos	***	***	***	***	***	
Curry	***	***	***	***	***	***
Douglas						
Hood River						
Jackson	***	***	***	***	***	
Josephine	***	***	***	***	***	***
Klamath			***	***	***	***
Lane	***	***	***	***		***
Lincoln		***	***	***	***	***
Linn		***	***	***	***	***
Marion			***			***
Metro**		***	***	***	***	
Polk	***					
Tillamook		***	***	***	***	
Umatilla		***	***	***	***	
Union			***	***		***
Wasco			***	***		***
Yamhill		***	***	***	***	***
TOTAL PROGRAMS (%)	38	58	79	75	58	46

*Central Oregon includes Deschutes, Jefferson and Crook counties

**Portland Metro includes Multnomah, Clackamas and Washington Counties

6. 2013 Highlights from County Programs

Baker County

Accomplishments: The Baker Master Gardeners conducted their 13 week Master Gardener Course with 11 students attending. Nine completed the studies with five committing to being a Master Gardener. Classes included core studies as well as small fruit, "Where can I find that", and all about bees. There were four additional classes offered to the public with an average of 20 attendees (Vegetable gardening - start to finish; Fruit Tree Pruning; Propagation & Whip grafting and Basic Landscape Design with Water Features in Mind). Baker County also sponsors a year-long training being offered at the Powder River Corrections Institute, where 30 started the training, 8 graduated, and 30% of those who graduated and are out of prison are working in the Nursery/Landscape business. The Master Gardeners staffed the Help Desk, County Fair booth, and Farmers Market booth. Master Gardeners assisted with a beautification project at the Baker County Fair Grounds (perennial garden and demonstration rain garden). The Master Gardeners started preparing for the very first Northeast Oregon Garden Symposium, to be held in May of 2014. Master Gardeners also delivered eight additional other 30-60 minute gardening presentations to 60 attendees.

Challenges: Maintain alumni as active Master Gardeners. Limited population base to recruit new trainees. Limited in additional classes beyond core classes due to a limited availability of instructors.

Benton County

Accomplishments: Plant a Row for the Hungry (PAR), a Benton/Linn County MG committee since 2008, and part of the national PAR campaign had a successful year attending local Farmer's Markets and gardening events giving away plant starts and seeds donated by a local nursery. A link on the OSU Benton County Extension website to the PAR website and their Facebook page resulted in 208 contacts. This committee is instrumental in connecting people in the community who have extra food they produce with those needing it. Food insecurity is a huge issue in Benton and Linn Counties and the PAR committee provides an up to date list of places accepting food such as Soup Kitchens and food banks.

The Windowsill Gardening Committee reached 435 youth (first and second graders) helping them reach benchmarks for science curriculum by teaching a hands on course in plant propagation. They went to schools throughout Benton County including public, charter, and even a group of home schooled youth. The curriculum has been requested for bilingual classes and is in the process of being updated for this new audience.

The native bee pollinator project has been successful in placing mason bee houses out in the state (all houses sold!) and a new design is being developed to get hundreds of these nesting systems out around the state. Over 572 contacts were made, with presentations to school children, This project is poised to have a research component showing home gardeners can have an impact on increasing native bees. The project is also being used as a fundraiser in both Benton and Linn counties.

The "Plant Problem Scenario" project was recognized for helping instill confidence in both veteran and new trainees in their confidence in solving common problem MGs encounter while answering questions at Plant Clinics. The three year old project is making an impact in helping volunteers give the best

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answer/solution to questions. Volunteers are more likely to stay engaged in the program when they have success!

Challenges: The biggest challenge has been trying to determine how to best reach new audiences while working with the current populations we serve.

Central Oregon

Accomplishments: Our local volunteers launched a wide spread community education project in 2013. Over 47 individual classes were offered from spring through fall in all three counties. Classes were offered in classrooms, demonstration gardens and community gardens. They included topics like vegetable gardening to wildlife management to bulb care and planting. Over 800 citizens participated. Evaluations were conducted for each of these classes and the majority of the feedback indicated ratings of GOOD to EXCELLENT. Master Gardeners also launched a new radio program called 'Gardening. Get Good at It' on a local community supported station, KPOV. Thirty-three radio spots on a variety of high desert gardening topics have been delivered to date. The scripts for the radio spots are housed on the Central Oregon Master Gardener Association website, which has had 105 visitors to date.

Challenges: We did not have any significant challenges. We did have some minor difficulty with venues for a few of our community education classes with classroom size, setup, etc. We also offered a vegetable gardening class in Spanish, but did not have anyone show up. We somehow missed the mark with marketing this new offering.

Clatsop County

Accomplishments: The Master Gardener Help Desk/Info Line was available 2 times/week from May to October to assist the public. The Master Gardeners held weekly plant clinics at Astoria Sunday Market and monthly clinics at the River People Farmers Markets from May to mid-October, providing recommendations and advice on horticultural problems. Clatsop County Master Gardeners maintained the Demonstration Garden at Clatsop County Fairgrounds, providing for public display and education. Master Gardeners were present to answer questions throughout the duration of the Clatsop County Fair (at the Demonstration Garden). They also were present at the Necanicum Bird Discovery Day. The Pet Friendly Garden at the Clatsop County Animal Shelter underwent significant improvements in 2013, with the addition of an informational platform providing plant/garden identification and hardscape features. The Pet Friendly Garden provides education on gardens specifically designed for pet safety. From March – August, MG's hosted six workshops throughout the county to provide education on the importance of soil quality, and offered free soil pH testing. The Winterizing Your Garden Event was a no cost public presentation on winterizing your garden and demonstration on garden tool care, dividing plants/bulbs and general garden winter prep practices. The Clatsop Co. Master Gardener Association held its annual Spring Gardening Seminar which featured four speakers, hosted vendors, a plant sale and raffle, round table discussion and MG Info booths. This event was free to the public and attracted over 400 participants. The monthly KMUN Radio Show "Diggin' the Dirt" featured topics in horticulture and was hosted by a veteran Master Gardener. Shows are archived and available by podcast on demand. The CCMGA continued to sponsor a scholarship to a graduating senior pursuing an education in horticulture. Growing Healthy Kids returned in 2013. Master Gardeners worked with OSU staff in the local schools to teach nearly 3000 children basic gardening skills. New in 2013 was the Fresh Starts Program. This project is a collaboration between Clatsop Co. Master Gardeners and Astoria High School (AHS). CCMGA members regularly teach classes to AHS students in exchange for the use of half of the AHS greenhouse, and assistance raising plants for the Spring Gardening Seminar.

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Challenges: Some projects continue to face a shortage of volunteer participation. These projects will be closely examined during annual project reviews to determine if they should be continued. Efforts will continue to expand the appeal of the MG program to a broader demographic which is more representative of the county population.

Columbia County

Accomplishments: The Columbia County MG program became more deeply involved in food gardens in public settings with two gardens in St. Helens (one at the Fairgrounds and one in a St. Helens city park), a very large garden in Scappoose at the Senior Center, two small gardens in Clatskanie (one in partnership with 4-H and the high school), and a small garden next to the Senior Center in Rainier. Total food sent to the food bank was ~3600 pounds. Other MGs continue planning a school garden at the Vernonia schools complex. The “bug/diagnostic” group had three major outreach events on mason bees, pollinator support, and insects in general. MGs continued to staff a clinic table at the Scappoose Farmers market on a biweekly basis through July and at the demonstration garden during county fair. A MG and the agent produced 52 home gardening radio shows. The agent and MGs cooperated on two grafting workshops and a pruning demonstration. The Spring Fair netted about \$3500 for the program. Additional volunteer sites for the MGs included the Sauvie Island Center (K-6 farm/landscape education tours) and the Scappoose Bay Watershed Council native species greenhouse.

Challenges: The most persistent challenge was getting consistent volunteer participation at some of the gardening sites, especially those in Clatskanie and Rainier. I am also concerned about the increased record keeping around who are volunteers.

Coos County

Accomplishments: This was my first full year as coordinator for the Coos County Master Gardeners. What an amazing group of knowledgeable and dedicated volunteers! Though it was a learning year for me, the veteran MGs continued their same dedicated service of assisting with our annual Fertilize Your Mind garden seminar, holding their Tomato-rama plant sale, hosting the Spring Garden series of free gardening classes, manning the booth at the Coos County Fair and working with the Harvest Fundraiser for the local community garden organization. With no horticulture agent in the county the veteran MGs were also called upon often outside their regular Plant Clinic hours - fielding general garden and insect questions. Many of the MGs also contributed hundreds of hours working in community gardens around the county.

Challenges: It was an interesting year for the Coos County Master Gardeners. We did not have enough sign-ups to hold a training, which required a concerted effort on the part of our veterans to cover all the volunteer requirements - Plant Clinic, community gardens, events - throughout the year. But the veterans stepped up and continued to run the same programming as always, helping their communities learn more about gardening in southwestern Oregon and making connections to recruit new trainees for 2014.

Curry County

Accomplishments: Probably the biggest accomplishment of all was to field a class this year as the program assistant previously in the position left in September. The office was empty for three months, but I pulled from my previous knowledge and skills in successfully putting together a full class of 18 students for 2013. In the end, half of those ‘graduated’, with a total payback of 80% (factoring in 50 hours/student) of volunteer hours. Just over 2500 hours were contributed in total by volunteers (and 305 more for one veteran who had a paper list, but failed to register time online), and over 2500 contacts

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were made in various venues. Our plant clinic hours staffed equaled any previously (I believe). In a randomly conducted end-of-the-year survey, 22 out of 22 reported questions answered in a thoughtful manner and all but one said the information helped them resolve their problems (The one who didn't said, "Not all problems can be resolved.). Most respondents just didn't hear enough about our plant clinic services or know how to reach us. / / Probably our biggest successes took place at the schools. School gardens were well staffed by MGs at both Riley Creek and The Little Bear Patch at K-school in Brookings with 800 kids involved in garden activities during the year. Mary Jacobs coordinates with several teachers and engages kids at Gold Beach Elementary and Larry Becher and his wife, Lynda, kept the gardens well-tended at the elementary school in Brookings and involved numerous children from the KASPER program coordinated through 4-H there this summer. There has been an ongoing YTP group from the high school which also engages in garden activities and uses the Little Bear Patch as a resource there throughout the school year. The children from Riley Creek won a lot of ribbons at the Curry County Fair from produce grown there this summer. There were four programs open to the community at the school gardens as well, which included classes and information on beginning gardening and planting seeds out, harvesting, pruning fruit trees, and propagating plants from cuttings and bulbs. / / The CCMGA contributed to a number of causes with the main benefactors being the school gardens. A shed was completed at Riley Creek and a greenhouse at the Little Bear Patch this year. A successful plant sale made a contribution of \$1584 to the treasury for the Association to help fund projects and for general funds to support the educational activities of these gardens. The amount raised by this year's plant sale was substantial, and quite a bit more than any event like this in the past. As a result, the women dedicated to this cause are working with the high school on using this as the major propagation area for next year's sales, already resulting in over 10,000 starts for this event next May.

Challenges: Considering the energy level and burnout of board members, a lot was achieved by the CCMGA during the calendar year. Outside the leadership taken by those managing the school gardens and in organizing (and vastly increasing for this year) the plant sale, I found follow-through on requests to be slow and difficult. The basics of meetings happening did in fact occur, but communications to the larger membership were mostly dependent on me and Barbara Fitts, who put together the monthly "Brambles" newsletter. Outside of those already mentioned, nothing came forward from the Board in terms of instigating new events and training opportunities. They were supportive of opportunities I created or spearheaded, but rarely offered any assistance or pointed me in direction of someone with whom I might collaborate. / / This has resulted in the development of two 'levels' of membership involving those who would like to stay attached socially and those who will pay full dues and work on MG projects and educational outreach. What I am aiming to do is to line new students up in a mentorship relationship with past MGs during this upcoming training and to interview all course candidates more thoroughly to ensure that they understand the volunteer commitment necessary as part of a successful MG program in the county. I will do whatever I can to make their volunteering experiences positive and to try to once again build a more social connection to all MGs within our membership.

Douglas County

Accomplishments: The Douglas County Master Gardener program continued to do an excellent job of reaching out to help the communities in Douglas County become more food secure and environmentally responsible in our gardening practices. Master Gardeners made over 4,000 contacts with the public to teach them sustainable gardening practices that lessen the impact of agricultural products on the environment and reduces the amount of water and inputs used in our local landscapes. The Master Gardener Victory garden produced over 3,000 pounds of fresh produce that was donated to our local food bank. Our Master Gardener plant clinic training program was honored by the International Master Gardener Association as an award winner for creative programming in the Search for Excellence.

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Challenges: With unemployment high in Douglas County and the number of new people moving into our county slowing, we saw a fall-off in the number of new students signing up to take our program. Having a smaller class than usual puts additional responsibility and work load on the veterans and the new students. Not having as many volunteers as in the past limited our group to having weekend plant clinics at just two locations versus our normal 3 or 4 sites. This reduced the number of contacts this year versus last year.

Hood River None Submitted.

Challenges: Challenges were for some projects, getting enough volunteers to work in them.

Jackson County

Accomplishments: The Winter Dreams-Summer Gardens Symposium in November 2013 included 42 classes with over 300 people attending. Master Gardener classes are increasingly popular. Master Gardeners sponsored and presented numerous other programs with more than 3000 people attending 60 plus presentations. On our TV show, In the Garden, Linda Holder and several other Master Gardeners reached thousands of viewers with each of their presentations. The weekly garden columnist for the Mail Tribune, Carol Oneal, is a Master Gardener and publicized our events throughout the year. The OSU Extension Plant Clinic operates year-round at the Extension office, at the Ashland and Medford Growers Markets, and at special events. Clinic volunteers responded to over 3,000 questions from the public. Educating Youth. The JCMGA provided two \$2,500 scholarships at OSU for graduates of a local high school studying horticulture or a plant-related field. We gave \$4995 in educational grants to 21 schools for their horticulture related programs. Our children's garden program where 75 children planted vegetables and did gardening-themed crafts – and later ate what they planted, was a Search for Excellence example at Mini College. The Master Gardener Spring Fair, the traditional start of the Rogue Valley home growing season, attracted over 7,000 visitors to educational programs and exhibits, Master Gardener plant sales, and over 150 commercial vendors.

Challenges: The Jackson County Budget Committee proposed deleting funding for Extension in the county which created significant uncertainty for both the Master Gardener program and Extension in Jackson County generally. The commissioners ultimately provided sufficient funding to operate through next summer while also proposing that an Extension service district be placed on the ballot for May 2014. Until the funding issues are resolved, the uncertainty will be a part of our operations.

Josephine County

Accomplishments: The Master Gardener Program in Josephine County included: 1. Annual Master Gardener Training Program 2. A highly successful K-12 program with city and county schools. During the 2012/2013 school year, about fifteen K-12 volunteers presented programs in 8 area schools, assisted 7 school garden projects, one school garden club, and reached 50 classrooms with educational class activities. 3. Young Master Gardeners Program at two branches of Josephine Community Library. The four year old YMG program currently includes once a month sessions at the Grants Pass branch for the following groups: ages 5 and under, home school, ages 6 and up, and a middle school age group. The program at the Illinois Valley branch, which started in 2013, currently has once a month sessions at 2 pm and another at 3 pm in order to accommodate various school dismissals. 4. Plant Clinics at Extension Office, Growers Markets and Special Events. 5. Spring Garden Fair (3 day event and plant sale) held at the Josephine County Fairgrounds 6. One day Home Gardening Conference held at Rogue Community College. (Seeds of Spring) 7. Speakers Bureau. Presentations about MG given to a

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variety of local clubs along with TV and Radio clips 8. Various community activities to increase awareness of the Master Gardeners and OSU Extension. 9. A community seminar series of classes with several classes in the evenings and/or Saturdays about popular gardening topics..

Challenges: A new Master Gardener Coordinator started in late September 2013.

Klamath County

Accomplishments: Completed plant clinics at several locations outside of the Extension Office including Farmer's Markets, county fairs, and other community events. Held plant sale to provide plants for the community and provide advice and activities. Held Junior Master Gardener camp to educate youth about sustainable gardening.

Challenges: Difficult to keep trainees interested. Veterans sometimes have a hard time relating with trainees and therefore, trainees feel left out.

Lane County

Accomplishments: A group of MGs started a Diagnostic Specialist group. They are doing monthly trainings with Ross Penhallegon. They are taking responsibility to help train MGs on the hotline to improve answers to diagnostic questions. We completed the second full year of the MG @ Night program. Many of the new MGs are volunteering on the hotline and in booths. The MGs were instrumental in preparing for the move of the OSU Extension Service office to 996 Jefferson Street, Eugene. They showed up to clean and paint and then move furniture. They also help out daily in organizing the new office space.

Challenges: The biggest challenge in Lane County was keeping up with scheduled events and packing to move and then unpacking. Ross is part-time and continues to keep the MG program functioning full time. We hired a part-time coordinator for the MG classes. Working without a dedicated classroom space for MG trainings continues to be a challenge. We are using a Church at the present time and hope to be able to continue this arrangement.

Lincoln County

Accomplishments: 2013 showcased many accomplishments: beginnings of a mentor program, increased outreach and education to diverse audiences and particularly to our rural constituents in Siletz, Eddyville and Toledo. Lincoln County Master Gardeners number 100, not large but definitely a very active membership. In addition to 3 demonstration gardens and Yaquina Bay Lighthouse School Garden, a new Adaptive Gardening project has been launched. Commissioner's Proclamation MG Week with 4 open houses, tomato tasting and open garden events. The chapter also participated in 16 community events with horticultural displays, help desk, plant clinics and roundtable educational series.

Challenges: Volunteer motivation, enough volunteers to staff the main activities of the Office Help Desk, Farmers Markets and other Events. Getting volunteers to complete payback hours, Recertification and continued involvement. Time constraints to coordinators position to improve components of the program and keep it pertinent and attractive to both apprentices and veterans.

Linn County:

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Accomplishments: 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 2013. This is possibly the most popular Master Gardener event in Linn County - for the public as well as the Master Gardeners. In 2013, over 300 people attended the event. Master Gardeners continue to partner with Linn Benton Community College (LBCC) to offer a free gardening talk series in Albany, Lebanon, and Sweet Home. Community gardens in Albany, Lebanon & Brownsville are also being headed up by Master Gardeners and are offering members of the public a space to garden in. Many community members who want to grow produce are limited by a lack of a yard, or other space. Furthermore, the Plant a Row for the Hungry continues to attract participants who donate produce to food share and soup kitchens in Linn County. Another major accomplishment has been the outreach in the community for encouraging native bees. Master Gardener, Richard Little, obtained funds from the Oregon Master Gardeners Association to conduct the Mason Bee Box project which has an educational outreach as well as research component involving the general public and MG volunteers. The project has generated revenue and will be used as a fundraiser as well as a research project in the future.

Marion County

Accomplishments: Master Gardener volunteers staff the Home Gardener help line in the Extension office throughout the year and in 2013 served 2,468 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 212 clients. The Speakers Bureau provided Master Gardeners on for presentations on gardening topics on 26 occasions throughout the year to area organizations, reaching 605 clientele. Master Gardeners continue to offer presentations weekly on KBZY 1490 radio. This year they continued to act as consultants for community garden start-ups in the county. In 2013 17 Master Gardeners acted as consultants at 12 Marion County community gardens, reaching 209 clientele. . 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 457 pounds of fresh produce to 2 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. We continue to have an excellent cadre of veterans to assist with organization, delivery and reporting of the accomplishments of the Master Gardener Association in Marion County this year!

Challenges: We face the perennial problem of getting all class members to fulfill their hours payback requirement. Finding volunteers to lead all projects is an issue in some cases, and this year for the first time there was not a volunteer to lead the classroom education program in Salem-Keizer elementary schools.

Polk County

Accomplishments: Our annual Fall Fling event was a great success, especially the workshops and speakers. Many attendees ended up staying for workshops and to hear the speakers though they hadn't planned to. The Inspiration Garden, the Polk County Master Gardener's demonstration garden, brought in more than \$6000 in funding, as well as hundreds of volunteer hours from Master Gardeners as well as other community members and groups. The seven acre piece of land has transformed in the small span of a year from a barren and brush covered piece of ground, to a beautiful and productive garden. Independence park and city officials, as well as local residents, are greatly appreciative of all the work the Master Gardeners have done to improve the landscape, which has in turn helped to increase street

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appeal. They've also seen a reduction of vandalism crimes in the area. Polk County's Brunk House had a productive year – herb garden and native gardens were reworked and revitalized, a drip irrigation system was installed for 5 raised beds and a vegetable garden was planted, maintained and harvested more than 800 pounds of vegetables, which were donated to the local food bank. Polk County's Fairgrounds project donated over 250 pounds of plums, apples and grapes from their small orchard to the Dallas Food Bank.

Challenges: Our challenges continue to be funding, enrollment and getting as many volunteers as we'd like for each project. Fundraising is always a focus, especially around the Annual Plant Sale, which is our main fundraiser of the year. We continue to need more volunteers to help in this endeavor. Our MG training classes are smaller than we would like to be, at about 16 trainees in 2013. We will try different and more aggressive marketing strategies next year (for 2015 class). Finally, we have a lot of very dedicated volunteers, but often have a hard time getting as many volunteers as we'd like working on any one project.

Portland Metro Area

Accomplishments: Portland metro area: • In 2013 we trained 199 new volunteers and supported an additional 625 active veteran volunteers. Metro area Master Gardener volunteers contributed over 47,900 hours of volunteer service for OSU Extension Service in 2013. Master Gardeners reached 90,000 plus clients (5, 271 clients through three office phone clinics, 43,831 clients at regular annual remote clinics, 348 Clients via Master Gardener participants in Ask an Expert, 41,000 plus clients at over 175 other events/activities). Master Gardener food gardens donated over 18,000 pounds of produce to the community. Ten-Minute University, an education program organized and instructed by Master Gardeners, provided short-format learning opportunities for over 1700 clients through presentations at 2013 farmers' markets and other venues. We maintain many productive relationships with various community partners to deliver horticultural education to the general public including: Oregon Food Bank, Oregon Zoo, Metro, International Rose Test Garden, Pittock Mansion and more. Our Master Gardener website, www.metromastergardeners.org, received 19,072 unique visitors.

Challenges: Overall, the Master Gardener program in the metro area does not face any major challenges other than the charge of managing the program in Oregon's most populous region with 100's of volunteers and 100's of volunteer activities.

Tillamook County

Accomplishments: In 2013 the Tillamook County Master Gardener program provided the following horticulture educational opportunities: The twelve week OSU Master Gardener Training Classes; classes for the public at the Spring OSU Extension Classes; advanced training in entomology; a class open to the public on Bee Keeping; a quarterly OSU Extension horticulture newsletter that is sent to over 700 households; numerous news stories in the local papers and on the radio; a twelve week horticulture training for Trask High School at the Oregon Youth Authority correctional facility; and numerous plant clinics were held throughout the county at farmer's markets, community events and at the OSU Extension Office. / The Tillamook County Master Gardeners were very active. Some of their major projects included: major renovations at the Learning Garden; hosting several educational activities; fundraising so that they can present college scholarships for students, and scholarships for TCMGA members; producing a monthly newsletter for TCMGA members; and generally supporting the OSU Extension Service's educational efforts in the area of home & community horticulture. /

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Challenges: We had no major challenges in 2013. Some minor ones included difficulties with venues for some of our community education, classroom setups, room too cold, etc. We also put together a vegetable gardening class in Spanish, but did not have anyone attend it. So we need to improve are marketing for classes to new audiences.

Umatilla County

Accomplishments: This year was the first time to hold the Master Gardener training in Milton-Freewater. We gained 9 certified Master Gardeners for the Northern area of our county! We had MG reps at the Pendleton, Hermiston, and Milton-Freewater Farmer's Markets reaching out to the community and answering gardening questions.

Challenges: Because we have such a large county, it's hard to get everyone together for monthly meetings. We tried rotating the location, but typically, only the MGs from that location would come to the monthly meeting. We are brain storming for ideas to create a more cohesive program.

Union County

Accomplishments: The Union County Master Gardener program boasted a steady following of nine loyal members who have been with the program for a number of years. Though only required to attend six course hours, most of them attended nearly every class and completed well over the fifteen community service hours. There were nine newcomers for the 2013 season. Two students completed the program and the volunteer hours, earning their certification. Seven members re-certified. We had a strong presence at the Farmer's Market, hosting plant clinics, informational sessions, and promotional events in addition to hands-on activities for children (such as making seed packets). Several volunteers worked at the local community garden and offered their knowledge during the county fair at the OSU Extension booth. A new program was added--a mobile gardening unit-- in which community members were able to apply for a shopping cart garden kit in order to grow their own produce at home. Master Gardeners put together each kit, which included tools, gloves, plant starts, seeds, and compost. The kits were delivered to community members and were given as-needed assistance over the phone throughout the growing season. For many participants, it was the first time they were able to have a space to grow their own food.

Challenges: Our program was in transition - searching for a new coordinator-- during the critical advertising and registration time preceding the start of the 2013 classes. Thus, enrollment was lower than we had hoped. Additionally it seemed that the course schedule didn't provide a lot of variety from years past, perhaps making for lack of enthusiasm. Again, this was due to the vacancy of the coordinator position during critical moments. Many of the new students were not interested in certification because they didn't feel they had either time or interest for the volunteer hours. Very few of those completing the volunteer hours were interested in using office hours to satisfy their requirements. My hope is that the next season brings more numbers and more confidence in providing office support.

Wasco County:

Accomplishments: The Wasco County MG's received the OMGA Search for Excellence award for their regional jail youth outreach program. This is a program where MG's work side by side with incarcerated youth in a greenhouse setting. This gives the MG's the opportunity to teach the youth various horticultural techniques such as planting, thinning, transplanting, etc. Both vegetables and flowers are grown in the greenhouse then sold at a plant fair in the spring. Proceeds from the flower sales go to the regional jail fund and the MG's keep the proceeds from the vegetable sales.

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Challenges: None submitted.

Yamhill County:

Accomplishments: We completed the year with the highest percentage of trainees finishing graduation in the past 13 years at almost 90%. This was due I believe to the high quality of mentoring provided by a highly organized team of mentors who met with trainees weekly during the training and periodically throughout the year. The other major success was a YCMGA publicity program that stepped up significantly the visibility of the county MG program by engaging in radio shows, cable TV presentations and newspaper publicity. For this effort, they were awarded an OMGA Search for Excellence Award. The YCMGA also launched its first ever symposium "Spring Into Gardening" which will become an annual event to offer educational opportunities to both master gardeners and the public. It was successful and highly reviewed by attendees.

Challenges: The most significant challenge was the retirement of Linda McMahan which created challenges for program management. In the interim, the program was managed by Ronda Armour, the program assistant, until Linda was hired part-time to fill in as coordinator until a new hire is in place, projected to be February 2014.

7. Media Outreach

Newspaper, TV, Radio: In 2013 outreach via newspaper, television and radio outlets is *conservatively estimated* to have generated an additional **551,000 public contacts** (Table 7). 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). These are extremely conservative estimates, considering that The Oregonian, alone, boasts a daily readership of 902,000². 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 **Edible Portland** did a four-part story on Washington County Master Gardener Tim Lanfri, following his garden throughout the year. The magazine has over 70,000 readers, with an additional 7,500 unique website viewers. In addition, Weston Miller (Extension Community and Urban Horticulture in the Portland Metro Region) started appearing in monthly gardening segments on KATU's AM Northwest television show in 2013. And, Jackson County Master Gardeners continued appearing on KDRV television's 'In The Garden' segments.

Links to a sampling of the media coverage of the Master Gardener Program in 2013 include:

Newspaper

The Oregonian

May 1, 2013. [Peninsula Park Rose Garden Nears Centennial: Q & A with Volunteer Ann Gardner.](#)

² Oregonian Readership at a Glance (accessed August 6, 2014): <http://www.oregonianmediagroup.com/marketing-resources/audience-demographics/>

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Bend Bulletin

April 2, 2013. [Check out local community gardens: grow veggies with camaraderie.](#)

July 2, 2013. [Learn from the Masters.](#)

Central Oregonian

January 2, 2013. [Do you have what it takes to be a Master Gardener?](#)

Daily Astorian

November 22, 2013. [AHS Greenhouse Receives Help from Team Depot.](#)

November 26, 2013. [New OSU Master Gardeners Celebrate.](#)

Eugene Weekly

December 12, 2013. [Did big freeze damage our hardy plants?](#)

Medford Mail Tribune

September 9, 2013. [Simple Division.](#)

Register Guard

June 19, 2013. [At home with Master Composter Patty Driscoll.](#)

Television

KATU AM Northwest

April 21, 2013 Television (2013) [Growing a Garden That's Pesticide Free](#)

July 29, 2013. [Build a Better Tomato Cage](#)

KCBY

March 27, 2013. [Alice Carlson 'Fertilizer Your Mind' Gardening Seminar:](#)

KDRV

October 1, 2013 [Late Tomato Season](#)

October 31, 2013. [In the Garden: Fall Leaves](#)

KMTR

July 11, 2013. [Early blight on tomatoes not reason to panic.](#)

Magazine

Edible Portland

Fall, Spring, Summer, Winter 2013. [A four-part gardening series featuring Washington County Master Gardener Tim Lanfri](#)

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Table 7. Use of media for educational outreach and promotion of Master Gardener Program activities.

County	# of Newspaper / Magazine Articles	# of TV spots	# of Radio spots	*Estimated Public Contacts Via Media Outreach
Baker	8	0		4,000
Benton	35	8	6	28,500
Central Oregon*	2	2	32	19,000
Clatsop	33		12	22,500
Columbia				
Coos	18	18	18	36,000
Curry	5		6	5,500
Douglas	18	4	12	19,000
Hood River	4		6	5,000
Jackson	75	62	75	137,000
Josephine	20	2	6	15,000
Klamath	42			21,000
Lane	60	10	128	104,000
Lincoln	30		5	17,500
Linn	15			15,000
Marion	52		52	52,000
Portland Metro***	25	7		19,500
Polk				
Tillamook				
Umatilla				
Union	10			5,000
Wasco	44			22,000
Yamhill				0
Statewide	5	1		3,500
TOTAL	516	114	358	551,000

*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).

8. Extramural Funding

In 2012, the Master Gardener Program received at least **\$456,111 in extramural funding**. The source of these funds came from **cash and in-kind donations from Master Gardener Associations (\$61,694), revenue from class fees (\$190,159), grants in support of Master Gardener programming (\$25,783), and support from program partners (\$80,780)**. A breakdown of funds, by county, can be found in Table 8.

A majority of the revenue from class fees came from the annual Master Gardener trainings that were conducted by 28 counties in 2013. The average cost of Master Gardener training fees was \$166 in 2013 (Table 1), up from \$115 in 2009. Across individual programs, Master Gardener training fees ranged from a low of \$75 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 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 (**\$4.4 million** value of volunteer service and **\$456,111** in extramural funding), public contacts (**221,871** people worked with a Master Gardener in plant clinic or attended a Master Gardener educational program), philanthropic (**102,934 documented pounds of produce donated to food banks or food pantries**), media exposure (*conservatively estimated* at **551,000 additional public contacts** via TV, newspaper, radio and internet), the number of individuals who elect to become a Master Gardener (**798 new trainees, of which 69% completed their service practicum**) or the number of individuals who elect to remain active in the program (**3,038 veteran Master Gardeners, of which 64% recertified in 2013**) – 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 **3,836 Master Gardener volunteers** who **donated a combined total of 200,662 hours to the program**. Also essential to the success of the program are the **24 Master Gardener Associations that contributed a combined total of \$61,694** in cash and in-kind support (excluding \$4.4 million value of volunteer hours) 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.

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Table 8. Funding and fiscal support provided by the Master Gardener Associations, generated from fee-based classes and grants and received from sources in 2013.

County	Financial Support from Master Gardener Associations and Individual Donors (US\$)		Revenue Generated from Fees (US\$)		Grants and Funds Received in Support of Programming (US\$)		Other Funds Received (US\$)	Total (US\$)
	Cash Donations	****In-Kind Donations	Master Gardener Training	Community Classes	Grants	Funds from Program Partners		
Baker			\$1,825	\$1,365			\$70	\$3,260
Benton			\$3,680	\$400	\$250		\$100	\$4,430
Central Oregon*	\$2,775		\$7,100		\$500		\$540	\$10,915
Clatsop		\$3,647	\$1,200		\$299	\$2,730		\$7,877
Columbia	\$2,000			\$670				\$2,670
Coos								
Curry	\$1,200	\$1,000	\$815	\$66				\$3,081
Douglas	\$100	\$2,000	\$3,500	\$600	\$500		\$31,000	\$37,700
Hood River	\$500		\$6,300					\$6,800
Grant								
Jackson	\$3,590		\$4,780	\$5,278				\$13,658
Josephine			\$3,000	\$415				\$3,415
Klamath	\$1,200		\$2,700					\$3,900
Lane	\$15,000	\$2,693	\$23,350		\$6,500		\$3,000	\$50,543
Lincoln	\$500	\$500	\$5,850		\$2,500		\$1,000	\$10,350
Linn			\$2,280		\$500			\$2,780
Marion	\$750							\$750
Metro**		\$10,334	\$70,480	\$1,500		\$77,300	\$70,000	\$229,614
Polk			\$1,750	\$5,366	\$2,522	\$750		\$10,388
Tillamook								
Umatilla								
Union								
Wasco			\$3,340				\$5,889	\$9,229
Yamhill			\$2,240	\$75				\$2,315
Statewide***	\$13,905		\$2,759	\$27,475	\$12,212			\$42,466
TOTALS	\$41,520	\$20,174	\$144,949	\$43,210	\$25,783	\$80,780	\$111,599	\$456,111

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.; **** In kind donations do NOT include the value of Master Gardener volunteer service (\$4.3 million across all counties).