

*2014 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 2014 calendar year

Ronda Armour, MG Program Assistant, Yamhill County  
Margaret Bayne, Administrative Program Specialist, Portland Metro  
\*\*Christina Bixel, Administrative Program Assistant, Lane County (left program in 2014)  
Neil Bell, Agent, Horticulture, Marion and Polk Counties  
Chip Bubl, 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 (retired in 2014)  
Prukahj Deol, MG Program Instructor, Washington County  
Amy Jo Detweiler, Agent, Horticulture, Deschutes, Crook, Jefferson Counties  
\*\*Jet Eccleston, MG Program Assistant, Lane County (joined program in 2014)  
\*\*Brooke Edmunds, Agent, Horticulture, Benton Linn and Lane Counties (joined program in 2014)  
\*\*Barbara Fick, Agent, Horticulture, Benton and Linn Counties (left program in 2014)  
\*\*Stacey Hall, MG Program Coordinator, Clatsop County (joined program in 2014)  
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  
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 Coordinator, Benton and Linn Counties  
Cindy Peterson, MG Program Assistant, Coos County  
Karen Pleasant, MG Program Coordinator, Josephine County  
Steve Renquist, Agent, Ag/Hort, Douglas County  
\*\*Bob Reynolds, Hort. Instructor/MG, Jackson County (retired in 2014)  
Linda Renslow, MG Program Assistant, Lane County  
\*\*Rhianna Simes (joined program in 2014)  
\*\*Heather Stoven, Agent, Horticulture, Yamhill County (joined program in 2014)  
\*\*Jessie Street, MG Program Coordinator, Union County (left program in 2014)  
\*\*Rachel Suits, MG Program Coordinator, Hood River County (joined program in 2014)  
Scott Thiemann, MG Program Coordinator, Curry County  
\*\*Scott Thompson, MG Program Coordinator, Clatsop County (left program in 2014)  
Claudia Tosh, Master Gardener Program Office Specialist, Klamath County  
Jordis Yost, MG Program Coordinator, Portland Metro

## 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 2014, 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 2,987 active Master Gardener volunteers (Table 1). This represents a drastic reduction in active Master Gardeners over recent years (Fig. 1). However, Jackson County did not report their Master Gardener data for 2014, and this represents at least some of the difference. A long-time Extension agent retired in Jackson County in 2014, and a new agent was hired during the time when data would normally be gathered. Nonetheless, even if we were to include the estimated number of active Jackson County Master Gardeners (~440, based upon previous annual reports), the number of active Master Gardeners would still be lower than in previous years.

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 2014 the program was in the able hands of 37 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

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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 (625 trainees in 2014), as well as by the number of volunteers who elect to remain in the program for succeeding years (2,384 veterans in 2014). 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 **2014** there were **2,987 active Master Gardeners** who made at least **185,033 public contacts** and donated at least **192,020 hours** to the program (Tables 1 and 2). The hours donated to Extension by Master Gardener volunteers resulted in approximately **92 FTEs** for Extension (calculated as hours donated divided by 40 hours\*52 weeks = 2,040 hours worked by 1 FTE). This translates into a dollar value of approximately **\$4.0 million** (calculated as hours donated multiplied by \$20.88, the dollar estimate per volunteer hour in Oregon, for 2013<sup>1</sup>).

On average, **64% of the 625 Master Gardener trainees** who enrolled in on-site Master Gardener trainings **completed their volunteer service obligation**, although individual counties ranged from a low of 27% retention to a high of 100%.

On average, **73% of the 2,987 veteran Master Gardeners chose to recertify in 2014**, 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.

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

In 2014, 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 third training in 2014. In 2014, 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 2014. 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.

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

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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 2014, for example, **the OMGA and its chapters donated \$141,144 in cash and in-kind items to their local and statewide Master Gardener Program** (see section 10, Extramural Funding).

**Table 1.** Training and retention of OSU Master Gardener volunteers in 2014.

| County                    | Course Cost Per Trainee† | Master Gardeners |              |              | Trainees Completing Service (%) | Veterans Recertified (%) |
|---------------------------|--------------------------|------------------|--------------|--------------|---------------------------------|--------------------------|
|                           |                          | Trainees         | Veterans     | Total        |                                 |                          |
| Baker                     | NA                       | NA               | 15           | NA           | NA                              | NA                       |
| Benton and Linn           | \$120                    | 24               | 148          | 172          | 83                              | 86                       |
| Central Oregon*           | \$275                    | 39               | 91           | 130          | 64                              | 81                       |
| Clatsop                   | \$75                     | 19               | 49           | 68           | 58                              | 81                       |
| Columbia                  | \$75                     | 23               | 70           | 93           | NR                              | NR                       |
| Coos                      | \$150                    | 30               | 67           | 97           | 47                              | 69                       |
| Curry                     | \$175                    | 15               | 31           | 46           | 67                              | 68                       |
| Douglas                   | \$150                    | 30               | 240          | 270          | 27                              | 170                      |
| Hood River                | \$150                    | 20               | 87           | 107          | 40                              | 75                       |
| Jackson                   | NR                       | NR               | NR           | NR           | NR                              | NR                       |
| Josephine                 | \$100                    | 52               | 240          | 292          | 79                              | 38                       |
| Klamath                   | \$175                    | 11               | 25           | 36           | 63                              | 72                       |
| Lane                      | \$230                    | 43               | 312          | 355          | 86                              | 24                       |
| Lincoln                   | \$195                    | 24               | 92           | 116          | 79                              | 76                       |
| Marion                    | \$100                    | 28               | 74           | 102          | 100                             | 35                       |
| Portland Metro**          | \$395                    | 157              | 523          | 680          | 62                              | 100                      |
| Polk                      | \$100                    | 18               | 59           | 77           | 39                              | 68                       |
| Tillamook                 | \$120                    | 11               | 93           | 104          | 100                             | 56                       |
| Umatilla                  | \$115                    | 14               | 48           | 62           | 36                              | 54                       |
| Union                     | \$150                    | 16               | 9            | 25           | 25                              | 66                       |
| Wasco                     | \$90                     | 6                | 31           | 37           | 100                             | 100                      |
| Yamhill                   | \$175                    | 23               | 80           | 103          | 70                              | 65                       |
| Statewide***              | \$395                    | 22               | NA           | NA           | NA                              | NA                       |
| <b>TOTAL or MEAN ± SE</b> | <b>\$167</b>             | <b>625</b>       | <b>2,384</b> | <b>2,987</b> | <b>64</b>                       | <b>73</b>                |

NA= Baker County did not conduct Master Gardener trainings in 2014. Trainees who take the online Master Gardener course through the statewide MG Program go on to become veterans in a county MG Program.

NR = Not Reported for 2014.

\*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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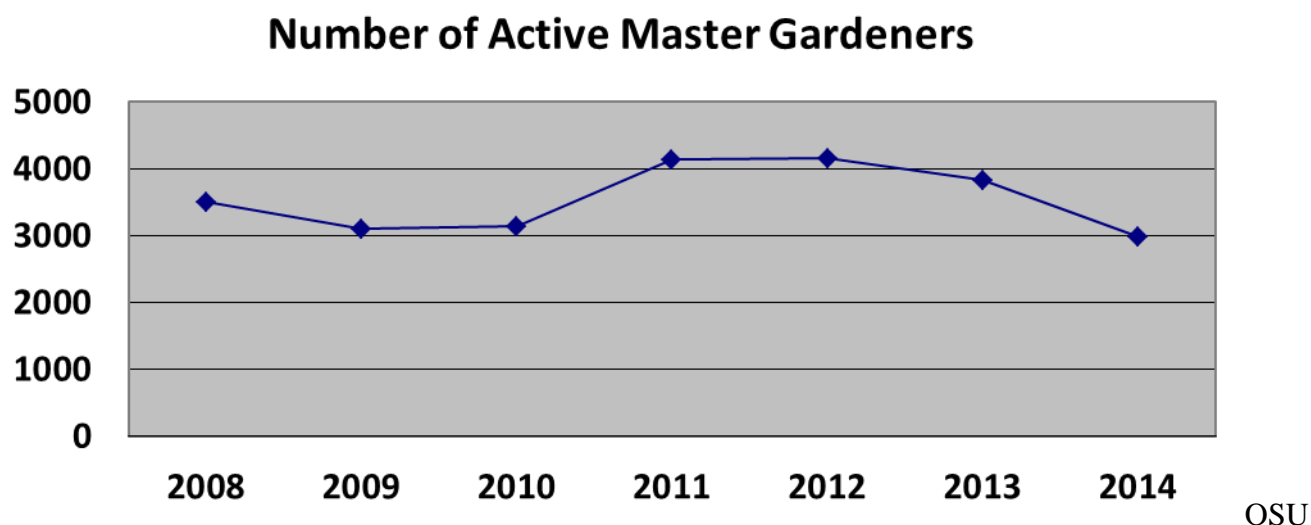
**Table 2.** OSU Extension Master Gardener hours of volunteer service donated, number of public contacts made and documented pounds of produce donated by Master Gardeners in 2014.

| <b>County</b>             | <b>Hours of Volunteer Service</b> | <b>Number of Public Contacts<sup>z</sup></b> | <b>Mean Hours of Volunteer Service Per Master Gardener</b> | <b>Mean Number of Public Contacts Per Master Gardener</b> | <b>Pounds of Produce Donated to Food Banks/Food Pantries</b> |
|---------------------------|-----------------------------------|--|--|---|--|
| Baker                     | 2,291                             | 8,582  | 153  | 572   | 0  |
| Benton and Linn           | 17,864                            | 17,959                                       | 104  | 104   | 7,159  |
| Central Oregon*           | 9,036                             | 14,882                                       | 70   | 114   | 812  |
| Clatsop                   | 4,324                             | 3,324  | 64   | 49  | 30   |
| Columbia                  | 3,000                             | 1,100  | 32   | 12  | 7,010  |
| Coos                      | 4,142                             | 2,228  | 43   | 23  | 1,126  |
| Curry                     | 3,700                             | 3,110  | 80   | 68  | 668  |
| Douglas                   | 14,500                            | 4,199  | 54   | 16  | 6,420  |
| Hood River                | 4,606                             | 1,054  | 43   | 10  | 30   |
| Jackson                   | NR                                | NR   | NR   | NR  | NR   |
| Josephine                 | 13,334                            | 12,363                                       | 46   | 42  | NR   |
| Klamath                   | 1,740                             | 270  | 48   | 8   | NR   |
| Lane                      | 11,387                            | 11,654                                       | 32   | 33  | 66,500   |
| Lincoln                   | 11,016                            | 12,533                                       | 95   | 108   | 3,004  |
| Marion                    | 16,109                            | 4,416  | 158  | 43  | 650  |
| Portland Metro****        | 44,796                            | 65,935                                       | 66   | 97  | 18,202   |
| Polk                      | 7,144                             | 660  | 93   | 9   | 1,243  |
| Tillamook                 | 9083                              | 4656   | 87   | 45  | 2,812  |
| Umatilla                  | 1,639                             | 3,214  | 26   | 52  | 1,200  |
| Union                     | 273                               | 635  | 10   | 25  | 80   |
| Wasco                     | 2,705                             | 1,988  | 73   | 54  | 120  |
| Yamhill                   | 9,604                             | 10,271                                       | 93   | 100   | NR   |
| <b>TOTAL or MEAN ± SE</b> | <b>192,293</b>                    | <b>185,033</b>                               | <b>70</b>  | <b>75</b>   | <b>114,254</b>   |

<sup>z</sup>A public contact represents one person who used the services of the OSU Extension Master Gardener program in 2014, via use of or participation in plant clinics, public gardening classes, demonstration days and other activities.

NR = Not Reported.

**Figure 1.** Number of active OSU Extension Master Gardeners (2008 to 2014). All values were derived from Master Gardener annual reports. Past reports are posted at: <http://extension.oregonstate.edu/mg/master-gardener-program-quick-stats>.



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 2014 offerings of the online Master Gardener course included students from 9 US states, (AL, CA, MA, NV, OR, PA, UT, VA) and Canada.

At the national level, Oregon's Statewide Coordinator is a member of the Extension Master Gardener National Committee, and is coordinating the continued development of an online national resource site to support the work of Extension Master Gardener Coordinators (<http://create.extension.org/node/88394>). For the resource site, she solicits suggestions for resources to include on the website. She also coordinates the activities of more than 30 Master Gardener faculty and staff from across the country, who have collectively submitted over 90 separate resource reviews for the website. There are currently 30 resources posted across 11 subject areas (e.g. program planning, program evaluation, communicating impact, etc.) on the internal website. Of these, 16 have been reviewed, 10 are currently undergoing review, and 4 are newly-nominated resources that will undergo review after the New Year. Six resources have been identified as stellar resources (mean scores of 90 or above across all three categories ~ reviewed by 3 peers). In 2015, the content will be migrated from the internal create.extension.org site to a publically-accessible, eXtension site (MG resource content area).

One Master Gardener volunteer presented their work to Master Gardener coordinators and volunteers from across the country during the Extension Master Gardener Coordinator's online discussions webinar series.

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At the 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 is currently working in earnest on plans for the [2017 International Master Gardener Conference](#), which will be held in Portland, OR in July of 2017.

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#### 4. Extent of Program Activities in 2014 (Tables 3, 4, 5)

In 2014, 91 % 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 (73%) also accepted and answered questions via email. Farmer's Markets (77%), plant sales (77%) and community events (86%) were also popular locations for mobile plant clinics. A total of 45% of programs participated in the eXtension Ask an Expert program in 2014. (See Table 3 for more details).

The majority of Master Gardener Programs conducted programs in youth/school gardens (77%), demonstration gardens (86%) and community gardens (77%) in 2014. Educational programs were also conducted in prison gardens (23%), civic/government gardens (18%) and gardens at senior centers (23%). (See Table 4 for more details).

Master Gardeners presented classes at community events (68% of programs), in schools (36%), and to their fellow Master Gardeners (64%) in 2014. Master Gardeners also hosted educational conferences (50%) and seminar series (55%) (See Table 5 for more details).

It is noteworthy that in 2014, 22% of Master Gardener Programs used Facebook for educational outreach or publicity, a large increase from past years (data not shown).

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#### 5. Notable Events in 2014

The Master Gardener program saw many new initiatives, developments and challenges in 2014. A few of these are listed below:

Extension Tax Service District Established 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 in 2013. 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. The ballot measure was successfully passed by a wide margin in 2014.

- May 21, 2014. [Voters strongly approve extension service district](#). Mail Tribune.

Central Gorge Master Gardener Association Makes Endowment Pledge to the Master Gardener Program in Hood River County: The Central Gorge Master Gardener Association made a contribution of \$25,000.00 to the OSU Foundation in 2013, proceeds to support the Hood River Extension Master Gardener program. In 2014, they made another contribution to the OSU Foundation in the amount of \$10,000.00. The Association also made contributions, in the same amounts, to the Gorge Community Foundation. Proceeds of the Gorge Community Foundation gifts were again dedicated to the MG

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program. The Central Gorge Master Gardener Membership feels very strongly about the Master Gardener program and these contributions will go a long way to insure their continued efforts on behalf of Extension toward the communities they serve.

The 2014 contribution of the Central Gorge Master Gardener Association in support of the Hood River County Master Gardener program continues a tradition of strong Master Gardener volunteer and Association support for the OSU Extension Master Gardener Program. Key foundation gifts in support of the OSU Extension Master Gardener Program include:

- \$25,000 pledge made in 2013 by the Clackamas County Master Gardener Association in support of the statewide Master gardener Program
- \$600,000 estate pledge made in 2012 by Wasco County Master Gardeners Bob and Barbara Bailey in support of the statewide Master Gardener Program
- \$1,200,000 estate pledge made in 2012 by Clackamas County Master Gardener Sherry Sheng and her husband, Spike Wadsworth

Oregon Adopts National Extension Master Gardener Program Standards: The Master Gardener program was launched by Washington State University in 1973. By 1996, the Master Gardener program had spread and established in all 50 states. Today, Master Gardener programs are active in 9 Canadian provinces, as well as in South Korea.

Even though the Extension Master Gardener Program was created in the 1970s, and firmly established by the 1990s, it was not until 2006 that the Extension Master Gardener Program National Committee (EMGNC) was formed. The EMGNC facilitates national cooperation, communication and collaboration among Extension Master Gardener programs.

The endurance and expansion of the Extension Master Gardener (EMG) model is a testament to the program's impact and success. However, the independent adoption of the Master Gardener Program model by individual states, territories and regions has occurred in the absence of a unifying mission or set of program standards. Although there is great value in providing for flexible programming, many EMG Coordinators at the state and local level have called for greater guidance on program policies.

In 2012, a special task force was appointed by the EMGNC, in response to outcomes of the 2012 National EMG Coordinators' Conference that was held in Spokane, WA. The task force was charged with developing resources and national standards for Extension Master Gardener Programs.

The task force worked throughout 2013 to draft a list of program standards, seeking input from Master Gardener faculty, staff and volunteers throughout the process. These standards were forwarded to the Extension Master Gardener National Committee in late 2013. The Committee approved the standards (with minor edits) in January 2014.

On July 11, 2014, 17 faculty and staff representing 19 county Master Gardener programs met for an all-day work session in Corvallis, Oregon. A major focus of our July 11th working group agenda was to consider whether or not Oregon would adopt these new national standards.

Many of the national standards are things that we already do (or try to do) in Oregon. The key parts of the standards that impact Oregon's Master Gardener Programs are:

- requires volunteer service hours; 40-hour volunteer service minimum in the initial training year and 20-hour volunteer service minimum in subsequent years, and



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- requires annual continuing education and professional development hours; 10 hours minimum annually in years following initial training

There was some concern on the part of the representatives from the southern Oregon counties (Jackson, Josephine, Douglas, Curry) that the re certification requirements might: cause them to lose volunteers, require them to 'debadge' volunteers, cause dismay with their local MG Association.

Others thought that adopting the standards would: provide much-needed structure and guidance on recertification at the local level, ensure the quality of volunteer education and of the program.

The national standards were eventually adopted, by consensus decision.

2<sup>nd</sup> Edition of Seed to Supper Published by the Oregon Food Bank and OSU Extension: Seed to Supper is a comprehensive, 5-week beginning gardening course that gives novice, adult gardeners the tools they need to successfully grow a portion of their own food on a limited budget. A joint effort of Oregon Food Bank (OFB) and the Oregon State University Extension Service Master Gardener Program, Seed to Supper is offered in collaboration with host agencies throughout Oregon. In 2014, the 2<sup>nd</sup> edition of The Seed to Supper curriculum, workbook, presenter Power Points and protocols were co-authored by Ali Abbors (formerly of the Oregon Food Bank) and Washington County Master Gardener Lynn Cox. The curriculum was honored in 2014 as a Marje Luce Search for Excellence winner within Oregon, and was advanced for consideration for the International Search for Excellence (to be determined in 2015).

Planning and Fundraising for the 2017 International Master Gardener Conference: In 2013, the International Master Gardener Conference Committee chose Oregon as the host state for the 2017 International Master Gardener Conference (IMGC). In 2014, an advisory committee of 7 Master Gardeners and the statewide Master Gardener Coordinator started the task of choosing a conference venue and conference hotels.

Based upon advice of colleagues who planned the National Association of County Agricultural Agents Conference, we utilized the services of Patty Richbourg of Helms Brisco. Helms Brisco is a company that specializing in conference site selection and negotiations. We toured 7 sites, and settled on the Oregon Convention Center as the conference venue. The Doubletree Portland, Crowne Plaza Portland and the Inn at the Convention Center were chosen as conference hotels. Much of 2014 was spent drafting and negotiating contracts with these four entities.

Also in 2014, we settled on a [conference logo and slogan](#), launched a conference [website](#) and [raised over \\$50,000 in sponsorship support for the conference](#). Amy Jo Detweiler stepped forward to coordinate the speakers committee, and over 120 volunteers signed up to support the IMGC.

Setting the Stage for an IPM Website to Serve the Needs of Master Gardeners and the General Public:

The purpose of this proposed website project is to reduce the health, environmental and economic impacts of pesticides and pests through increased adoption of effective Integrated Pest Management (IPM) practices in Western Oregon. Researched-based content for managing pests of landscapes, homes and buildings will be gathered, consolidated, developed, made highly accessible and housed on an Oregon State University (OSU) website. The content will address existing gaps in communicating effective non-chemical and reduced-risk options for pest management. Vegetation management, particularly best management practices for invasive plants, will be one focus area. Key audiences will include: Master Gardener volunteers; professional landscapers and designers; parks and recreational area land managers; urban-, suburban-, and rural residents. The content will be geographically focused on

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Northwestern Oregon with additional regions and audiences to be added if partners and funding are secured.

The website will be designed to encourage users to voluntarily adopt effective management practices that decrease the use of and improper disposal of pesticides in Northwestern Oregon and beyond. Information will be displayed such that cultural and physical management strategies are preferred. Users will also be prompted to determine their action threshold based on their management objectives and potential impacts to human and environmental health. A lay-friendly pesticide risk tool will be included as well.

This project has wide support from diverse programs within OSU. The website content and technology development and maintenance will be managed by a team of faculty, staff, and administrators. Metro is leading the Western Oregon IPM Resources Collaborative (WOIRC) to aggregate partial funding and other support from a wide range of agencies and organizations.

The first stakeholder meeting was held in January of 2015. All agencies and individuals with an interest in the project are welcome to attend. Contracts between OSU and Metro and between Metro and WOIRC partners to secure funding are in negotiation for starting work on the project in January 2015. We anticipate launching the website by January 2018 and maintaining it until at least 2025.

**Table 3.** Master Gardeners field and answer gardening questions via a variety of venues. Venues used by Oregon’s Master Gardener Programs are summarized, below.

| <b>County</b>             | <b>Extension Office Walk-Ins</b> | <b>Extension Office Phone Call</b> | <b>Master Gardener Program Email Address</b> | <b>Facebook or Twitter</b> | <b>Farmer’s Market</b> | <b>Plant Sale</b> | <b>Master Gardener Conference</b> | <b>eXtension Ask an Expert</b> | <b>Community Event</b> | <b>Other†</b> |
|---------------------------|----------------------------------|------------------------------------|--|----------------------------|------------------------|-------------------|-----------------------------------|--------------------------------|------------------------|---------------|
| Baker                     | ***                              | ***                                |  |                            |                        |                   | ***                               |                                |                        |               |
| Benton and Linn           | ***                              | ***                                | ***  | ***                        | ***                    | ***               | ***                               | ***                            | ***                    |               |
| Central Oregon*           | ***                              | ***                                | ***  |                            | ***                    | ***               |                                   |                                | ***                    |               |
| Clatsop                   | ***                              | ***                                | ***  | ***                        | ***                    | ***               | ***                               | ***                            | ***                    | ***           |
| Columbia                  | NR                               | NR                                 | NR   | NR                         | NR                     | NR                | NR                                | NR                             | NR                     | NR            |
| Coos                      | ***                              | ***                                | ***  | ***                        | ***                    | ***               | ***                               |                                | ***                    |               |
| Curry                     | ***                              | ***                                | ***  |                            |                        | ***               |                                   |                                | ***                    | ***           |
| Douglas                   | ***                              | ***                                | ***  | ***                        | ***                    | ***               | ***                               | ***                            | ***                    |               |
| Hood River                | ***                              | ***                                |  |                            | ***                    | ***               |                                   |                                | ***                    |               |
| Jackson                   | NR                               | NR                                 | NR   | NR                         | NR                     | NR                | NR                                | NR                             | NR                     | NR            |
| Josephine                 | ***                              | ***                                | ***  | ***                        | ***                    | ***               | ***                               | ***                            | ***                    |               |
| Klamath                   | ***                              | ***                                |  |                            | ***                    | ***               |                                   |                                | ***                    |               |
| Lane                      | ***                              | ***                                | ***  |                            | ***                    | ***               |                                   | ***                            | ***                    |               |
| Lincoln                   | ***                              | ***                                | ***  | ***                        | ***                    | ***               |                                   | ***                            | ***                    | ***           |
| Marion                    | ***                              | ***                                | ***  |                            | ***                    | ***               |                                   |                                | ***                    |               |
| Metro**                   | ***                              | ***                                | ***  | ***                        | ***                    | ***               | ***                               | ***                            | ***                    |               |
| Polk                      | ***                              | ***                                | ***  |                            |                        | ***               |                                   |                                | ***                    | ***           |
| Tillamook                 | ***                              | ***                                | ***  |                            | ***                    | ***               |                                   |                                | ***                    |               |
| Umatilla                  | ***                              | ***                                |  |                            | ***                    |                   |                                   | ***                            | ***                    |               |
| Union                     | ***                              | ***                                | ***  |                            | ***                    |                   |                                   | ***                            | ***                    |               |
| Wasco                     | ***                              | ***                                | ***  |                            | ***                    | ***               |                                   | ***                            | ***                    | ***           |
| Yamhill                   | ***                              | ***                                | ***  |                            | ***                    | ***               |                                   | ***                            | ***                    |               |
| <b>TOTAL PROGRAMS (%)</b> | <b>91%</b>                       | <b>91%</b>                         | <b>73%</b>                                   | <b>22%</b>                 | <b>77%</b>             | <b>77%</b>        | <b>32%</b>                        | <b>50%</b>                     | <b>86%</b>             | <b>23%</b>    |

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.

**Table 4.** 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 2014.

| <b>County</b>             | <b>Youth/ School Garden</b> | <b>Community Garden</b> | <b>Demonstration Garden</b> | <b>Prison Garden</b> | <b>Senior Center Garden</b> | <b>Hospital Garden</b> | <b>Civic or Government Garden</b> | <b>Other Garden†</b> |
|---------------------------|-----------------------------|-------------------------|-----------------------------|----------------------|-----------------------------|------------------------|-----------------------------------|----------------------|
| Baker                     |                             |                         | ***                         | ***                  |                             |                        |                                   |                      |
| Benton and Linn           | ***                         | ***                     | ***                         | ***                  | ***                         |                        |                                   |                      |
| Central Oregon*           |                             | ***                     | ***                         |                      |                             |                        |                                   |                      |
| Clatsop                   | ***                         | ***                     | ***                         |                      |                             |                        |                                   | ***                  |
| Columbia                  | ***                         | ***                     |                             |                      |                             |                        |                                   |                      |
| Coos                      | ***                         | ***                     | ***                         |                      |                             |                        |                                   |                      |
| Curry                     | ***                         |                         | ***                         |                      |                             |                        |                                   |                      |
| Douglas                   | ***                         | ***                     | ***                         |                      |                             |                        |                                   |                      |
| Hood River                | ***                         | ***                     | ***                         |                      | ***                         |                        | ***                               |                      |
| Jackson                   | NR                          | NR                      | NR                          | NR                   | NR                          | NR                     | NR                                | NR                   |
| Josephine                 | ***                         | ***                     | ***                         |                      |                             |                        |                                   |                      |
| Klamath                   | ***                         | ***                     | ***                         |                      |                             |                        |                                   |                      |
| Lane                      | ***                         | ***                     | ***                         |                      | ***                         |                        |                                   |                      |
| Lincoln                   | ***                         | ***                     | ***                         |                      | ***                         |                        |                                   | ***                  |
| Marion                    | ***                         | ***                     | ***                         | ***                  |                             |                        |                                   |                      |
| Metro**                   | ***                         | ***                     | ***                         | ***                  |                             | ***                    | ***                               |                      |
| Polk                      |                             |                         | ***                         |                      |                             |                        |                                   | ***                  |
| Tillamook                 | ***                         | ***                     | ***                         | ***                  | ***                         |                        |                                   |                      |
| Umatilla                  |                             | ***                     | ***                         |                      |                             |                        |                                   |                      |
| Union                     | ***                         | ***                     |                             |                      |                             |                        | ***                               |                      |
| Wasco                     | ***                         |                         | ***                         |                      |                             |                        |                                   |                      |
| Yamhill                   | ***                         | ***                     | ***                         |                      |                             |                        | ***                               | ***                  |
| <b>TOTAL PROGRAMS (%)</b> | <b>77%</b>                  | <b>77%</b>              | <b>86%</b>                  | <b>23%</b>           | <b>23%</b>                  | <b>5%</b>              | <b>18%</b>                        | <b>18%</b>           |

\*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

NR = Not Reported for 2014.

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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 2014.

| <b>County</b>             | <b>Hosted an Educational Conference</b> | <b>Hosted an Educational Seminar Series</b> | <b>Presented a Class at Community Events</b> | <b>Presented a Class for MG Classes</b> | <b>Presented a Class for K-12 Classes</b> | <b>Other Public Speaking</b> |
|---------------------------|---|---|--|---|---|------------------------------|
| Baker                     | ***                                     |   | ***  |   |   |                              |
| Benton and Linn           | ***                                     | ***   | ***  | ***                                     | ***                                       |                              |
| Central Oregon*           | ***                                     |   | ***  | ***                                     | ***                                       | ***                          |
| Clatsop                   | ***                                     | ***   | ***  | ***                                     |   |                              |
| Columbia                  |   |   |  |   |   |                              |
| Coos                      | ***                                     | ***   | ***  | ***                                     | ***                                       | ***                          |
| Curry                     |   | ***   | ***  | ***                                     | ***                                       |                              |
| Douglas                   | ***                                     | ***   | ***  | ***                                     |   |                              |
| Hood River                |   |   |  | ***                                     |   | ***                          |
| Jackson                   | NR                                      | NR  | NR   | NR                                      | NR  | NR                           |
| Josephine                 | ***                                     | ***   | ***  | ***                                     | ***                                       | ***                          |
| Klamath                   |   |   |  |   |   |                              |
| Lane                      | ***                                     | ***   | ***  | ***                                     |   |                              |
| Lincoln                   |   | ***   | ***  | ***                                     | ***                                       | ***                          |
| Marion                    |   |   |  |   |   |                              |
| Metro**                   | ***                                     | ***   | ***  | ***                                     |   |                              |
| Polk                      |   | ***   | ***  | ***                                     |   |                              |
| Tillamook                 | ***                                     |   | ***  | ***                                     | ***                                       |                              |
| Umatilla                  |   | ***   | ***  | ***                                     |   |                              |
| Union                     | NR                                      | NR  | NR   | NR                                      | NR  | NR                           |
| Wasco                     |   |   |  |   |   |                              |
| Yamhill                   | ***                                     | ****  | ***  | ***                                     | ***                                       | ***                          |
| <b>TOTAL PROGRAMS (%)</b> | <b>50%</b>                              | <b>55%</b>                                  | <b>68%</b>                                   | <b>64%</b>                              | <b>36%</b>                                | <b>23%</b>                   |

\*Central Oregon includes Deschutes, Jefferson and Crook counties

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

## 6. 2014 Highlights from County Programs

### **Baker County**

*Accomplishments:* A major accomplishment was to try a new venue to bring horticulture education to more of our clientele. We did this by organizing and presenting our first NE Gardening Symposium. We invited OSU horticulture faculty, University of Idaho faculty and other experts in the horticulture industry as guest instructors. We offered twelve 90 minute seminars and three, ½ hour, round-table discussions as a format. Local vendors were invited to display their products, a silent auction of horticulture items increased our fundraiser cash, and a catered lunch topped off the one-day event. A local newspaper offered to be one of our sponsors and donated hundreds of dollars of newspaper advertising space (the editor is a Master Gardener!). We reached more people with this Symposium format than we have reached in the last several years with our Master Gardener Training. I believe this is the most effective method in Baker County to disseminate horticulture education.

Another accomplishment is our Master Gardener Training held at our Correctional Facility. Two Master Gardener alumni coordinate this program at the facility. They will be starting their third year. They have a huge greenhouse in which the men grow all manner of vegetables. An average of 20 men participate each year and some do graduate with a Certificate of Horticulture. Several have found employment in the horticulture industry when released.

*Challenges:* clientele want to learn about horticulture subjects then go home to apply what they have learned, therefore we have few that volunteer for hours in the office. Very few people have the time or want to commit the time of 13 weeks to complete a Master Gardener Training Program. I even increased the registration fees one year thinking they would not pay more to not be a Master Gardener. I was wrong. They are willing to pay more for the education and not be involved in a Master Gardener volunteer group. The Garden Symposium brought some Master Gardener alumni back to the program to work as payback hours. They didn't care about payback hours. They wanted to be a part of the Symposium. It's was a good way, though, to get them involved with OSU Extension again.

### **Benton and Linn County**

*Accomplishments:* A major success of the Linn and Benton Master Gardener program has been the continued offering of the Seed to Supper program. In 2014, we partnered with Ten Rivers Food Web to offer the program with the classes taught by Master Gardeners. This program meets our goal of being present in underserved communities (Philomath, Monroe, Lebanon, Sweet Home, as well as Corvallis and Albany). We worked with an intern to develop a follow up survey that showed that the majority of participants had successful gardens and percent of their food bill was reduced accordingly. The program is financially supported by the Master Gardener Association and has wide interest from Master Gardeners looking to serve as educators. The Extension office has taken over management of the program and will continue to offer it again in 2015.

The Linn County Master Gardener Demonstration Garden has made great strides this past year. Along with diverse and innovative garden vignettes, they have added hands-on classes. They taught composting, vegetable gardening and drip irrigation classes this past summer. Classes were well attended by the public and the Master Gardeners are forming a cohesive group. These classes have also served as a source of recruits for the program.

*Challenges:* In both counties, we have low interest in working the desk/hotline in the office. This has led to some backlog of unanswered questions during busy times of the summer. We are discussing how to handle this in future years (reframe the desk volunteer hours as an apprentice program, set defined shifts, etc.). A minor challenge for the Linn County program (which added to the desk/hotline issue) was very low enrollment in the 2014 class. This has led to some burnout from the volunteers, but we have actively worked to reduce or shift the programming responsibilities accordingly. Trainee numbers are back to 'normal' for 2015.

Another challenge (minor or major, depending on who you speak with) has been the change in leadership of the program. There is now a faculty member leading the program who is splitting time between three counties. This hasn't necessarily affected Linn and Benton counties, as the percentage of appointment remains the same in those counties. The home office of the faculty moved from Benton to Linn County, so there has been a minor shift in communication styles. There has also been a shift from the faculty member being the lead coordinator to the education program assistant being the main coordinator. This has streamlined communications between volunteers and Extension faculty and staff, but has taken some time internally to work out the new system.

### **Central Oregon**

*Accomplishments:* Master Gardeners in central Oregon delivered over fifty classes in different formats throughout the region. Classes included a variety of topics including several on vegetable gardening. This year we were successful in delivering a vegetable gardening class in Spanish to the community. Our volunteers received a Search For Excellence award for their work at Hollinshead Community Garden in Bend. The project there included providing education to the community as it relates to vegetable gardening and landscaping with perennials, herbs, and ornamental grasses. They provided a variety of classes throughout the season. We started our seeds in our new greenhouse that were grown for both the COMGA plant sale and the OSU Demonstration garden.

*Challenges:* We had some events that were poorly attended. Need to evaluate if that was due to poor advertising or time of year.

### **Clatsop County**

*Accomplishments:* The Master Gardeners maintained several plant clinics throughout the season from May to October; these plant clinics included the weekly Information Hotline/Help Desk, Farmers' Market Booths at three markets (e.g., Astoria Sunday Market, River People's Farmers' Market, and Seaside Farmers' Market), Necanicum Bird Discovery Day, Grow the Coast Conference, and daily at the Demonstration Garden during the county fair. These plant clinics served to educate the public through answering questions regarding various plant identification and disease questions, as-well-as offering information regarding pest and weed control in alignment with OSU policy. MGS continued to maintain several programs in 2014. KMUN's Diggin' the Dirt hosted by Ann Goldeen, a Master Gardener; this program continues to interview local farming and gardening experts, including Master Gardeners, on horticulture topics providing the public with easily accessible education. Additionally, the Pet Friendly Garden located at the Clatsop County Animal Shelter continued to provide the public with physical examples of gardening with pet safety in mind. The Pet Friendly Garden offers an informational platform which provides education on garden specifically designed for pet safety. Soil pH Testing Clinics were once again offered in order to provide education on the importance of soil quality; with 7 clinics this year, this project is gaining interest and popularity in the county. The Fresh Starts program, a collaborative project with Astoria High School and CCMGA,

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continued to be a successful program providing horticulture and plant care education to the high school students while allowing the Master Gardeners to house their plant sale plants in the AHS greenhouse until mid-April, which was a great success. The annual events, Spring Garden Seminar and Winterizing Your Garden, both free and open to the public offered lectures on horticulture topics, demonstrations, and opportunities to purchase plants through CCMGA fundraising plant sales. New in 2014 the Seaside Children's Garden an after school and summer camp gardening program was a collaborative project with the Sunset Empire Park & Recreation District of Seaside, Oregon. This program offered children's horticulture classes that corresponded with the summer camp themes weekly. Two raised garden beds were donated for use as well as general gardening equipment, plants, seeds, and misc. supplies. The produce grown through the project was consumed by the children enrolled in the summer camp with surplus being donated to the local South County Community Food Bank.

It seems that in Clatsop County there are increasing requests from schools and various children's programs (e.g., summer camps & after school programs) for educational help from the Master Gardeners, and the Master Gardeners are trying to meet those requests regardless of the difficulties with volunteer participation and stepping up to the challenge as reflected in both the Fresh Starts and the Seaside Children's Garden programs this year. In 2014 the CCMGA Board of Directors built and implemented a new "Project Application" form used when the Extension and Chapter consider new Master Gardener projects. This form includes an OSU MG volunteer role description, proposed project guidelines, detailed project description worksheet, and signature approval page for Board and Program Coordinator approval. The approval of this form was quite a collaborative achievement between the CCMGA and OSU Master Gardener Program.

*Challenges:* As in prior years, volunteer shortage is a constant challenge faced in Clatsop County. Going forward in 2015 the CCMGA is evaluating and updating the current Mentor program in order to retain new trainees after the classes have ended. Additionally, the Extension office is exploring offering new continuing education opportunities for Veteran Master Gardeners in order to maintain interest in the MG program in the long term.

### **Columbia County**

*Accomplishments:* Columbia County had 23 new trainees in the 2014 class held in Vernonia. An initial major project that involved both new and veteran MGs in Vernonia was to research, design, secure plant material, and install the landscaping around the new Vernonia Community Health Center. That was largely completed by the end of the summer. The focus was on native plant materials.

The new Master Gardener trainees and veterans to committed to local food security projects and food initiatives. Projects included:

- The 2011 Clatskanie MG class installed a food bank dedicated garden at the Presbyterian Church. The project was a modest success the first two years and developed into a very productive and community visible garden in 2013. The garden transitioned into a partnership with the 4-H garden with a focus on growing produce to be sold at the new Farmer's market with the proceeds going to that market.
- The Clatskanie garden 4-H garden/entrepreneurship program continued into its second year. Produce sold at the Farmers' market by the youth involved. Youth participation was down somewhat but output was visibility was up.
- Existing "food-bank" gardens that have significant MG involvement in St. Helens and Scappoose were continued and did very well. Total estimated fresh produced donated was for St. Helens 2, 964 and for Scappoose 2046 pounds. This despite some considerable deer issues in



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Scappoose. A deer fence will be installed for 2015 garden. Public visibility at both was excellent.

- The Vernonia MG class of 2010 continues to be engaged with the school district on the development of a community/teaching food garden at the new school site. This project is still in the design stage and scheduled for construction in the summer of 2015. This has been a complex job. The MGs had their first Spring sale in support of the garden and netted about \$1,000.
- MGs are actively taking produce from their own gardens to the Food Bank and keeping fair track of those donations. One couple donated over 1400 pounds of food. Total was about 2000 pounds. Some went to Senior Centers and that was not well accounted for.
- Still trying to find a model to engage low income gardeners at their home sites in growing a small vegetable garden. Lots of obstacles and it is difficult to find volunteers comfortable in this teaching role.
- Total MG volunteer contacts were ~ 1100 and about 3000 hours given. They did public workshops on pruning, grafting (2) and other gardening topics. They developed and managed the education at the Demonstration Garden at the County Fairgrounds. They directly engaged clients at clinics at the Scappoose Farmer's market, the Sauerkraut Festival, community events in Vernonia, and one day at State Fair in Salem.

A second major project was public education around pollinator habitats and management. The "bug crew" led the effort. Their most visible presence was at the Demonstration garden at the County Fair.

A long-serving MG (20+ years) assisted the agent in the production of a brief, weekly radio show.

In all, we have about 70 active MGs and about 110 paid memberships in the CCMGA. The Association has monthly (mostly) meetings in which they have gardening speakers that the public can hear. They also held a Spring Fair fund-raiser that netted about \$2800 for community horticulture programs.

*Challenges:*

### **Coos County**

*Accomplishments:* The Coos County Master Gardeners held a volunteer training where they graduated 14 trainees. Those trainees contributed over 1,000 hours of volunteer service to the program from March through October. The volunteers assisted the local Community Garden Association with a series of spring educational classes, helped present the annual Fertilize Your Mind garden seminar, had information booths at two local Farmers Markets, and manned the Plant Clinic booth at the Extension Office from February through October. They also had a booth at the local county fair where they took a first place ribbon.

*Challenges:* We have many willing workers, but not as many willing leaders. Those who take on leadership positions contribute numerous hours and do a great job, but we need to help others realize their capabilities as leaders and encourage them to step up and help share the work load of the program.

### **Curry County**

*Accomplishments:* Accomplishments for the Master Gardener Program for 2014 include: • Increase of number of volunteer hours of support to almost 3700 (reported!) • Increase of number of contacts with

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MGs to 3110 • Plant sale which netted over \$6000 (4x more than last year!) and provided much more funding, especially for school outreach and projects • Two large events for the public: kids and their guardians at the local elementary school garden—summer ‘strawberry festival’ and ‘fall festival’ featuring many giveaway pumpkins • A slate of new officers for the Board next year • 2/3 of trainees (10 out of 15) completed their hours, 2 of whom were husbands who came with wives not to be ‘involved’ at expected level (One more for medical reasons and issues) • Several key collaborations and projects, which included: 1) YA-4H ‘microenterprise’ with YTP high schoolers from Brookings 2) weekly classes with a gardening class in Brookings 3) plant sale at Gold Beach high school this year 4) \$ directly from the school district and also the elementary PTO in Gold Beach for work in the high school greenhouse and in the school gardens 5) Coos Forest Protection ‘firesafe’ demo garden (and no maintenance required on our part!) 6) working with local library to support seed library 7) future plans to work with Brookings Parks director on an azalea rejuvenation project for “Azalea Park”

*Challenges:* Challenges for this year were mostly having to do with the lack of leadership in key roles due to the health issues experienced by those on the board who could not devote time and energy to carrying out tasks necessary for maintaining a vibrant and active membership and projects. That has been remedied (!) with the acceptance of 3 people willing to take on key positions...and hopefully a lot of new energy and direction. Another encouraging sign is that a couple folks have stepped forward to take leadership roles in running this year’s plant sale. Next year’s event is also well on its way—propagation-wise. Even though volunteer hours were up, getting MGs to fulfill their hours in the plant clinic was also challenging, even with email reminders sent on occasion(s). The program is being sold this year with more emphasis of the benefits of doing this duty—especially the individual knowledge that is gained through doing such research. The volunteer hours students are expected to ‘pay back’ is being further emphasized, with time in the clinic receiving the most emphasis. Regardless of some struggle in this area, we again had very positive feedback in an end-of-the-year survey from the public we serve.

### **Douglas County**

*Accomplishments:* Douglas County Master Gardeners focus their programs on creating educational outreach opportunities for the people of Douglas County. We do this by creating a world class demonstration garden that serves as our main teaching center for hands-on learning. The Discovery Garden work crew has also created wonderful new signage that educates visitors on sustainable gardening methods. This site is also used for our Victory Garden which teaches Master Gardeners how to do intensive high production vegetable growing. This site then donates all the produce to UCAN Umpqua Community Action Network, a distribution center for the needy. The other major program we do is our outreach effort to groups in the community. We held over 40 classes on various gardening topics. Our group also attends every major fair and large community gathering where we offer educational support and information about our chapter. We started a new section in our local newspaper answering gardening questions for the public. This newspaper insert is done twice a month by a different Master Gardener each time. The Q & A has been very well received.

*Challenges:* Our county has a large number of low income residents. It has been a challenge to get these people to attend our educational outings. When we start gardening programs for them they rarely continue through the entire program or continue after programs.

### **Hood River**

*Accomplishments:* Hood River County Master Gardeners increased the educational components at all demonstration gardens in the community. Each garden project created plant identification placards that highlight common and scientific names for plants. The Hood River County Library Garden and

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Learning Garden created and updated, respectively, brochures explaining the various features of the garden. The One Community Health Garden and Care Center Naturescape Garden started regular mini-workshops in their immediate communities. The Hood River County Fair display was highly regarded in the community and the Master Gardener volunteers were asked to display the information at the local Grange. Master Gardeners volunteered at four Farmers' Market Plant Clinics including a new Farmers' Market in a predominantly Spanish speaking market, the Mercado del Valle. The Central Gorge Master Gardener Association established two endowments each worth \$25,000 and donated \$1000 towards the 2017 International Master Gardener conference in Portland, OR.

*Challenges:* The Hood River County Master Gardener program transitioned between Program Assistants and there was not a Program Assistant for the first half of the year. There were not enough Plant Clinics either in the office or at Farmers' Markets and we will look to increase in office Plant Clinics next year. Master Gardener's felt there were not enough continuing education and advanced gardening courses available after training. Next year, the program is looking to increase these advanced educational opportunities by collaborating with local organizations and venues to hold public seminars for both Master Gardeners and the general public.

### **Jackson County**

*Accomplishments:* Not reported for 2014.

*Challenges:* Not reported for 2014.

### **Josephine County**

*Accomplishments:* The Josephine County Master Gardeners offered 22 community classes about gardening in 2014 (up from six classes in 2013) and almost 800 people attended them. About 300 people attended the annual Seeds of Spring gardening conference held at the local community college. The Young Master Gardeners Program (in conjunction with the community library) received a Search for Excellence Award and the program was expanded to the Illinois Valley. A small group of Master Gardeners was instrumental in curating a growing insect collection for the Plant Clinic. The Class of 2014 created 10 educational displays to exhibit during the county fair in the Agricultural Building, which was also managed by the MGs. Volunteers recorded over 1000 more hours than the previous year. The annual Spring Garden Fair plant sale was moved from the fairgrounds to the Extension Office grounds and was very successful and well received. More substance was added to the MG newsletter as a couple of volunteers wrote a monthly column. Wireless service was provided in the greenhouse area to assist in access to educational materials during perennial plant sales, etc. The Plant Clinic hotline was open 4 days a week from March through October and then 2 days a week the rest of the year and volunteers answered over 1500 inquiries. The JoCoMGA website was substantially added to and received about 200 hits a day. A Facebook account was also started. Ten mentors were each assigned 5 or 6 trainees to work with and see through their training year. Twice as many MGs were recertified this year. The Perennial Plant Sales program was expanded and held successful quarterly sales. At the end of the training season, transplants were raised in the greenhouses for the community food bank gardens. Several volunteers took on the project of beautifying the entrance to the office area. About ten MGs attended the Mini-college in Corvallis, so Josephine County was well-represented there. Volunteers interested in becoming instructors, or bettering their skills, participated in a series of three Train the trainer type workshops.

*Challenges:* Josephine County is an economically depressed area and it is always a challenge to balance the amount of fees charged to keep the programs viable with what the members of the community can

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afford and are willing to pay. Another challenge involves trying to reach under served populations and to increase the diversity of program participants in an area that does not have a very diverse population in terms of ethnicity. Another challenge is the lack of classroom space to be able to offer more classes and workshops, as the various Extension programs all compete for the use of one classroom.

### **Klamath County**

*Accomplishments:* We had over 35 active volunteers this year in Klamath County including 11 trainees. These volunteers contributed over 1700 volunteer hours and 270 direct contacts. Our volunteers shared their knowledge at over 25 different events ranging from starting seeds to youth garden camps to educational seminars. A highlight of our program was that one volunteer celebrated her 20th year as a Master Gardener!

*Challenges:* We see that volunteer hours seem to dwindle the later in the summer we get. -It seems that the same people are volunteering for everything so they start to get burnt out. -Since my appointment is split between three programs, I tried to have a volunteer coordinator for each volunteer event. I found this to be helpful with some events but failed miserably with others. I will try this again in the future and add some more support in the hope that it succeeds.

### **Lane County**

*Accomplishments:* Despite being in a state of extreme transition (moving to new Extension office, new faculty member, and funding issues), the Lane County MG program is incredibly successful. The volunteers are extremely dedicated to the long-term success of the program in Lane County. A major focus of 2014 was moving to a new office that needed quite a bit of TLC. Master Gardeners continue to provide many volunteer hours, association funding and personal donations to upgrade the office space and construct a large grass-pave permeable parking lot. They are currently working to transition the landscaping into a 'teaching landscape' that can be used for on-site workshops. Installed vignettes include a 4-season low water garden, adaptive garden, and composting demonstration area. Next year we anticipate, fruit trees, vegetables in raised beds and a weed ID garden. All funding is provided through the LCMGA and personal donations. Through all of the turmoil of the past few years, the Lane MG program is continuing to build partnerships with external agencies. They educate the public on adaptive gardening, composting, fruit tree and ornamental pruning, sustainable landscape training and other topics. The MG program hosts a plant question hotline that is open four days per week and fields 1000's of questions by phone, email and walk-in. There is an active internal committee that trains MG's to be better diagnosticians and provides a trained volunteer for each shift of the hotline.

*Challenges:* The Lane County MG program is currently facing many challenges which are all related to inadequate funding levels. The community horticulture faculty position is a restructured position which now works includes three counties. So, the Lane MG program has had to transition to a new faculty member leading the program who is in the office only 1-2 days/week (instead of daily) with e-mail/phone communication at other times. The MG Coordinator is also not full-time on the MG program and has many other duties in the office. This essentially part-time status of both the faculty member and the coordinator is not optimal. The Lane MG program is large and extremely active and requires more intensive program management than we are currently able to provide. In order to remain solvent, there is an expectation that public programming put on by the MG's and the community horticulture program will generate funds for the Extension office. This has resulted in a changed dynamic in the focus of programming and the types of offerings to the public as compared to MG programs in neighboring counties. The lack of funding also results in a constant plea for volunteers to do basic renovation and maintenance work at the office which is contributing towards burnout of many

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volunteers. In addition, the Lane County Master Gardener Association is providing significant funding (excess of \$20K in 2014) to partially support the MG coordinator position and office renovations through their own plant sales and other fundraising events. The LCMGA is partially utilizing a surplus to cover these expenses and will not be able to sustain this contribution level indefinitely.

Hours reported in the online Volunteer Reporting System are low. We request the MGs input their hours and stress how important it is to show OSU how much time the MGs volunteer contribute. We even accept hours on paper and have volunteers input hours for those who can't figure out the VRS system. Next year all new MG volunteers will be required to turn in their hours from the VRS system to receive their deposit. We are working on finding ways to minimize the hours that go unrecorded.

### **Lincoln County**

Accomplishments: increased volunteer hours, increased educational hours/events, mentorship program, better retention. 2014 Accomplishments Based on Goals Demonstration Gardens □ Established larger Greenhouse and a Shed at Sam Case Elementary □ Built Welcoming Arch at Newport Demonstration Garden □ Plant Clinic Trials at Yachats Demonstration/Community Garden □ Supported 4 Demonstration/Sponsored Gardens and Oceanview Adaptive Gardening Project □ New Composting Education Sign at Lincoln City and Newport Demonstration Gardens □ Awarded Karl Carlson Grant and OMGA Educator Grant for Adaptive Gardening Project Mentorship □ Individualized Seeding Workshops at Claudette Schroeder's greenhouses □ Individualized Propagation Workshop at Cathi Block's home □ Mentor established for apprentices at Spring Garden Sale □ Help Desk Refresher Sessions for Veterans □ Mentor program established for Apprentices at each of the gardens Publicity □ Facebook page established – over 100 “likes” □ Seafood and Wine Festival - \$2,800 profit with \$11,480 in 4 years. □ Spring Garden Sale – 79 MGs or Apprentices participated, \$7,200 profit □ Expo Participation □ New t-shirt design pulled together in less than 1 month costs covered with initial sales □ Master Gardener™ presence, instruction, projects and displays and educational materials at Celtic Festival, Siletz Health Fair, Lincoln County Fair, Big Creek Senior Living, Head Start Program and Toledo Sumer Festival, OMSI Science After School Event, Seal Rock Garden Club, Samaritan House Garden Tours, United Way Day of Caring, Beverly Beach Science Camps, Worm Composting in schools, Food Share Garden, Lemonade Project, Oceanview Flower Pot Extravaganza, Angell Job Corp outdoor classroom at YDCG, Lions Club low labor gardening, YDCG Summer library Program with youth garden tours and Native Plant Appreciation Days. □ Increased frequency and number of participants in Radio Spots □ Bulb Sale at Bonne Sante Wellness Fair □ Celebrated Master Gardener™ Week with open houses, potato and tomato tasting, education on preserving foods and on adaptive gardening, native garden tour, edible displays and family activities and a plant clinic. There was a Master Gardener™ activity every day for 8 days! Education: □ 24 new Apprentices, 11 weeks of classes □ Roundtable Discussion in both Newport and Lincoln City – Landscaping with ornamentals with Nursery Owners on Panels, Planting from Seeds and Container Gardening □ Master Gardener™ Class Scholarship, Mini College Scholarships □ A dozen attendee from Lincoln County at Mini College, over \$250 of items donated to Silent Auction □ Gathering Together Farms Tour □ Expo Participation with two MG Demonstrations – Ikebana and Using Cloches or Greenhouses □ Pruning Workshop □ Kissing Ball Workshop □ Establishing a Scholarship for local high school student interested in horticultural studies at college Membership □ LCMGA Membership stabilized □ Streamlined publishing and enhanced contents of Coastal Currants □ Help Desk – Inventive ways to sign up for shifts and incentives and Office Procedures manual developed, along with Hot Topics Binder □ New computer, monitor, wireless mouse and tablet with data plan for Help Desk □ Directory, including year of graduation and second phone number, published in March □ Jill Johnson – Master Gardener™ of the Year □ Loyd and Verna Collett nominated for STATE Master Gardeners™ of the Year □ Bill Hutmacher nominated for STATE Master Gardener™ of the Year □

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Post Spring Garden Sale and Debriefing at Newport Yacht Club – catered! □ Bottle of wine given to each MG volunteer at Seafood and Wine Festival □ Loss of John Wilson commemorated with a Brick at OCCC Newport with his name and Master Gardener™ title □ Summer picnic at Robyn and Tom Hansen’s home – Volunteer appreciation gifts given away including 2 Mini College Scholarships, Felco Clippers, Books, a Gorilla Cart and much more. □ Annual Apple Squeeze at Verna and Loyd Collett’s Easter Valley Farm.

Success over the 3 year period in collaboration with LCMGA Board and volunteers-implemented public plant clinics in demo gardens, roundtables open to the public, increased retention by offering new topics & speakers to keep attracting our veteran's to classes. Mentorship program, for Apprentices Plant clinic reorientation for veterans and improved help desk procedures. Upgraded help desk equipment and diagnostic equipment sponsored by LCMGA, along with class training materials. Increased public outreach in more diverse events

*Challenges:* Enough time to improve the components of the program (thank goodness for the dedicated volunteers) volunteer motivation and retention, and developing mentorship program

### **Marion County**

*Accomplishments:* The Master Gardener program in Marion County trained and graduated 28 class members in 2014. Master Gardener volunteers staff the Home Gardener help line in the Extension office throughout the year and served 1,986 clients. They also staff clinics at various County venues throughout the year, reaching an additional 543 clients. The Master Gardener Speaker’s Bureau was very active this year, providing speakers to area organizations on 40 occasions throughout the year and providing horticultural education to 1436 attendees. Master Gardeners also set up a booth at the annual Home-schooled Kids Day at the Oregon Garden, providing an opportunity for kids and their parents to learn about insects in the garden. The volunteers also contribute a weekly radio program throughout the year on KBZY 1490 radio in Salem. This year Master Gardeners continued to act as consultants for community gardens in Marion County, especially school gardens. The Master Gardeners partnered with the Salem-Keizer Education Foundation and Salem Harvest in 7 different schools (2 middle schools and 5 elementary) on both a spring after-school program and a summer maintenance program. We also partnered on a summer effort with Marion-Polk Food Share in 1 elementary school, and with Turner Elementary School in their school garden. In addition, they have on-going projects in three other venues - Englewood senior housing, the Boys and Girls Club on Summer Street, a homeless shelter in West Salem. In addition to this, Master Gardeners facilitated the Sustainable Gardening program at Mill Creek Correctional Facility. Master gardeners also assist youth at Hillcrest with their garden program. The Master Gardeners continue to develop the Marion Garden, their 1.75 acre demonstration garden behind the Extension office. The development and management of the Garden is entirely supported by Master Gardener-generated funds. The garden is utilized for public workshops on tree fruit pruning, ornamental pruning and beneficial insects.

*Challenges:*

### **Polk County**

*Accomplishments:* We started our year with a great group of trainees for our Master Gardener Training, which we held at Trinity Lutheran Church in Dallas. We had a total of 18 trainees to start the class, and 15 of those trainees, completed the class. The Polk County Master Gardener’s (PCMG) Plant Sale was very successful, and we had approximately 1200 visitors. The goal of the plant sale is to provide a consistent source of high quality plans and shrubs to the public of Polk County and beyond. The Plant

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Sale is held on Mother's Day weekend and about 75 of our chapter members work together to make the sale happen. The Plant Sale is the PCMG main fundraising event for the year. The PCMG's other big yearly event is our Fall Fling at Dallas High School in September – this is our main community educational event. This year's Fall Fling brought in 163 registered guests and we featured 24 local vendors and three hands on workshops. We have continued work on our various other chapter projects including the Polk County Fairgrounds, Brunk House, Gentle House and Delbert Hunter Arboretum. We have made more than 660 contacts with our community members through our Master Gardener desk, the Fall Fling, and the various clinics throughout the year. Between our Inspiration Garden, the Fairgrounds orchards, and Brunk House, the Master Gardeners donated approximately 1850 pounds of food. The PCMG's Inspiration Garden in Mountain Fir Park in Independence has had a very productive year and our efforts have truly enhanced the scope and evolution of the individual showcase gardens. These now include perennial beds, a rain garden, bee and butterfly garden, veggie garden, children's garden, rose garden and space for an oak savannah on the south end of the garden has been cleared. In addition, a greenhouse has been purchased and will be constructed this year. The largest ongoing project in the garden is the planning and fundraising for the new Gathering Place. We are in the beginning process of the project, the design of the building has been completed, and the construction will begin soon. Our Master Gardeners have contributed more than 1675 hours of work on the Inspiration Garden this year.

*Challenges:* It has been an ongoing challenge raising the funds for the Gathering Place, but we have gained great support from the community, our chapter and local businesses. Another challenge we faced this year was the use of contaminated potting soil for plants that we had raised for our Plant Sale. Again, our MG's worked feverishly to purchase and collect replacement plants to replace the contaminated ones. We also received great support from the community and local nurseries, donating to our cause.

### **Portland Metro Area**

*Accomplishments:* In the metro area, 575 volunteers reported 44,796 hours of volunteer service with a monetary value of \$956,395 value (Oregon volunteer hourly rate is \$21.35 per Independent Sector). This contribution is the equivalent of 21.5 full time employees (FTE). New trainees in 2014 (98 of 157 = 62.5%) reported 7,558 hours of services for an average of 75 hours for each trainee reporting. The volunteer commitment was 66 hours for 2014. Existing MG volunteers (523) reported 38,047 hours of service for an average of 73 hours. The commitment was 25 hours for existing volunteers in 2014. Through the course of 2014, we have completed a strategic planning process thanks to the generous contribution of MG volunteers Sherry Sheng and Sandy Japely. The Strategic Plan document contains the final plan along with all of the briefing documents that were part of this process. The strategic plan gave us a strong direction in crafting a new format and business plan for the 2015 Master Gardener season (see 2015 MG operations plan) in which we are offering the training as a hybrid learning experience with in-person classes, online content, hands-on workshops, gardening seminars, and the volunteer internship. See the 2015 Master Gardener training syllabus for details about the new format for the MG training.

*Challenges:*

### **Tillamook County**

*Accomplishments:* During 2014, the Tillamook County Master Gardener volunteers worked at the OSU Extension office to answer gardening questions from the public. In addition, volunteers mentored the 2014 Master Gardener class, edited the 'Tiller', OSU Extension community horticulture newsletter, and produced

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and edited the 'Thymes', Master Gardener monthly newsletter. The Learning Garden committee worked on a major re-design of the garden; moved and remodeled the storage shed; redesigned and constructed a new compost area; constructed a 14' by 30' heated greenhouse; built 4 new handicapped accessible raised beds; and completed a new entry with assistance from a community beautification grant.

They also provided education and assistance for the public through the Community Pruning Day; answered questions and taught mini-lessons at the Home & Garden Show; volunteered at several community and school gardens; held plant clinics at 3 communities' farmers markets throughout the summer; and hosted classes at the OSU Extension Spring Classes. Master Gardeners volunteered for the Oregon Youth Authority (OYA) by assisting with the Tillamook County OSU Extension Horticulture Training and assisting with the OYA greenhouse and garden.

In addition, they volunteered for the 4-H Gardening Day Camp; clerked, judged and provided awards for the Tillamook County Fair 4-H horticulture area; and helped plan and participated in the chapter leadership training. They have communicated with the public, their 'friends' and members through news releases for radio and newspapers, Facebook, a webpage, and email distribution list. Members participated in Gardeners Mini-College: provided door prizes, provided scholarships to attend for members, etc. The chapter awarded four scholarships to community members. The chapter conducted the 'Spade and Wade Garden Tour' which is open to the public; hosted the Gardeners Tea community event; and conducted a plant sale, working in cooperation with local vendors, the local FFA chapter and the Oregon Youth Authority facility in Tillamook. The chapter ended the year by hosting an awards banquet for Tillamook County Master Gardener Association members and guests.

*Challenges:* The challenges faced by the Tillamook County Master Gardener Program included: recruiting new community members to take the training and become Master Gardener volunteers; getting enough volunteers to step up and be board members and officers; getting more of the membership involved in Tillamook County Master Gardener Association projects.

### **Umatilla County**

*Accomplishments:* The MGs spent alot of time in the various Community Gardens this year, providing education and answering questions. They also had a presence at all the Farmer's Markets in the area: Pendleton, Hermiston, and Milton-Freewater.

*Challenges:* Graduate retention. Our 2014 class seemed to consist of people just looking for gardening information. We only had a few who chose to participate in the Umatilla County Master Gardener Association.

### **Union County**

*Accomplishments:* Seven of our Master Gardener veterans and trainees served volunteer hours answering plant clinic questions in the office. They also brought the Plant Clinic to the La Grande Farmers Market several times during the summer and participated in Kids Day at the market with garden craft projects. Several of our MG volunteers worked in the La Grande Community Garden participating in the "Grow a Row" program for the food bank. Produce included heirloom beets, summer squash, peppers and basil delivered in the form of 4 boxes of produce to the food bank. MG volunteers hosted a booth at the Cove Cherry Fair and provided garden assistance at the Union County Fair OSU Extension booth. They volunteered for garden cleanup and maintenance at local churches, camps and parks, helped prune trees in the community, and delivered mobile garden carts to program participants.



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*Challenges:* It continues to be a challenge for trainees to complete the 40 hours of volunteer work. Many completed the required in class training but were unable to find time for the volunteer component.

Jessie Street resigned from her position as coordinator on December 15th, 2014. We are in the process of hiring another coordinator for the 2015 year. Robin Maille is the faculty supervisor for this position. She completed the Master Gardener program in 2011 and has recertified every year since then.

### **Wasco County:**

*Accomplishments:* We continued to work with juvenile inmates at NORCOR, the regional jail. This has been a popular program among both MG's and the youth at NORCOR. For the MG's they like to be involved in this program because they believe that it has the potential to make a difference in the lives of the youth. It's more difficult to determine why the youth want to participate. There are probably a lot of reasons, from simply breaking up the monotony to an opportunity to learn something new and work with adults who like to be with them. We continue to develop our Imagination Garden. This last year we had opportunities for both youth and adults to participate in garden activities. One popular activity was the Saturday coffee where MG's gave a short demonstration with a discussion about various gardening topics.

*Challenges:* The Imagination Garden continues to be a significant drain on manpower and resources. This was a major concern that I had when we decided to begin the project. In many ways it has been very rewarding, especially as we have seen the community come together in support of the project through gifts of money, labor and materials. Unfortunately, it takes a lot of time to manage something like this and we continue to burn out leaders who then get frustrated that there isn't better participation and then they tend to leave the program. We tried to move the 4th grade school program to the fall to better spread out some of our programs to different times of the year, but we had difficulty getting commitments from teachers as they were trying to get their school year started. We will go back to a spring training timing in 2015.

### **Yamhill County:**

*Accomplishments:* A bright spot for this year was the focus educational events for the public and community. The Spring into Gardening seminar occurred for the second time and saw increased attendance from the first year. We also had a new seminar series for the general public on landscape renovation and landscape design that had about 100 total participants for the 4 sessions. Another accomplishment was the restructuring of the desk requirements for trainees along with the establishment of a "Desk Captain". This really improved organization at the Desk and helped to have a larger MG presence in the office, which led to better assistance of clientele. Lastly, "To the Root of It", a MG hosted radio show was very strong this year and gained a loyal following. The program was hosted weekly and traveled to many events in the county bringing notoriety to the MG program and educating the public about gardening.

*Challenges:* This year was a transitional one for Yamhill County. Linda McMahan retired and Heather Stoven started as the MG program coordinator near the end of MG training. This led to some trying times, but overall the transition went well. The community garden also moved locations due to some issues in the previous season. There were less people involved this year as this season was focused mainly on construction. It is hoped that as more actual gardening will take place next year and that there will be more volunteers assisting in this area. Another challenge that is beginning to occur, and will likely continue to be an issue for the next several years, is that some of the former "leaders" and very

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active MG's are aging and becoming less active. We are struggling to find people to take on some of these roles and will be working on finding and training new leaders for 2015 and likely beyond.

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## 7. Media Outreach

Newspaper, TV, Radio: In 2014 outreach via newspaper, television and radio outlets is *conservatively estimated* to have generated an additional **718,500 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 902,000<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, a story gleaned from the Lane County Master Gardener newsletter (policy on providing advice to growers of marijuana) received nationwide attention, when it was picked up by the Associated Press.

Links to a sampling of the media coverage of the Master Gardener Program in 2014 include:

### Newspaper

#### Albany Democrat Herald

December 4, 2014. [Kreiger named top Master Gardener.](#)

#### Corvallis Gazette Times

August 28, 2014. [Garden tours grow attendance while showing edible front yards.](#)

#### Portland Tribune

July 16, 2014. [Fair Grows More Enticements for Latinos.](#)

#### The World Newspaper

September 5, 2014. [Enjoy the Harvest of Community Gardens.](#)

#### Bandon Western World

July 24, 2014. [Master Gardener Association Awards Six Local Scholarships.](#)

#### The Oregonian

March 27, 2014. [The Dirt on Gen Y. They do not garden but that may change.](#)

April 2, 2014. [Growing your own food: finally, more of us are doing it.](#)

June 2, 2014. [10 garden blunders confessed by Master Gardener Grace Peterson](#)

October 23, 2014. [Three Bee-Saving Tips for Oregon Gardeners.](#)

October 25, 2014. [OSU Master Gardeners' Gratifying Grafted Vegetables at the Oregon Garden: tips for growing grafted tomatoes](#)

December 16, 2014. [Top gifts for gardeners as recommended by OSU Master Gardeners.](#)

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

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Bend Bulletin

July 15, 2014. [Swoon-Worthy Garden Tour](#)  
July 29, 2014. [Ailing Vegetables? Get Help](#)  
September 23, 2014. [Put Your Garden to Bed.](#)  
December 16, 2014. [Garden gift ideas.](#)

Curry Coastal Pilot

September 19, 2014. [Riley Creek and Master Gardeners' Collaboration Blossoming.](#)

Register Guard

May 22, 2014. [Go garden, go.](#)  
November 20, 2014. [Diplomacy through farming.](#)

Itemizer Observer

July 8, 2014. [Gardeners Receive Grant for Project](#)  
October 15, 2014. [Ready your garden for winter.](#)

North Coast Citizen

February 20, 2014. Master Gardeners offer community pruning day.

Headlight Herald

March 26, 2014. Master Gardener demonstrations Saturday at Home and Garden Show

Herald and News

July 11, 2014. [Brighten your garden with advice from Master Gardeners.](#)  
September 10, 2014. [Monsters in the Garden. Local couple grows giant pumpkins.](#)  
October 5, 2014. [A Fall Focus on Trees at Oregon Tech Sunday, October 12](#)

Salem Statesman Journal

May 15, 2014. [Master Gardener Question of the Week.](#)  
May 15, 2014. [Holding Court: Polk county Plant Sale.](#)  
June 19, 2014. [Look and Learn Garden.](#)  
September 18, 2014. [Grafting on Display.](#)

Washington Times

December 4, 2014. [Oregon Master Gardeners mum on marijuana](#)

The Chronicle

December 18, 2014. [Garden Plots](#)

East Oregonian

March 6, 2014. [Master Gardeners to host free workshops](#)  
May 15, 2014. [Farmers' market highlights herbs](#)  
June 13, 2014. [Green thumbs sprout at south hill garden.](#)

Coast Weekend

April 10, 2014. [It's all the buzz! Clatsop County Master Gardeners present Spring into Gardening](#)  
October 14, 2014. [Learn how to winterize your garden](#)

Grants Pass Daily Courier

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April 6, 2014. Growing Enthusiasm for Raised Beds Inspires Class

April 10, 2014. Cabbage Patch Kids (Like Their Plants, Gardening Programs Help Students Grow

April 10, 2014. No Lawn? Minimizing Grass Can Save Time, Fuel, and Chemicals

May 8, 2014. Enjoy Greens All Year Thanks to New Trend of Microgreens

Sept. 2, 2014. Highland School Gardeners Win Fair Ribbons

Sept. 11, 2014. Fall Veggie Success Tips (Master Gardeners Share Planting, Harvest Tips)

Oct. 14, 2014. State Honors Young Gardeners Program

Newport News Times

December 2, 2014. [Master Gardeners recognized at graduation](#)

Daily Astorian

June 25, 2014. [Master Gardeners tackle plant problems at farmers' market](#)

## **Radio**

Jefferson Public Radio

December 5, 2014. [Oregon Master Gardeners mum on marijuana.](#)

KLCC

December 4, 2014. [OSU Policy Prohibits Marijuana Growing Advice.](#)

## **Television**

KATU AM Northwest

April 11, 2014. [Celebrate Oregon Agriculture; sowing local seeds.](#)

August 4, 2014. [Renovate Your Lawn.](#)

KXLY Television

December 4, 2014. Oregon Master Gardeners mum on marijuana

KTVZ Television

December 4, 2014. Oregon Master Gardeners mum on marijuana

KGW Television

December 5, 2014. [Oregon Master Gardeners mum on marijuana](#)

## **Magazine**

Horticulture Magazine

September 1, 2014. 'The Bees Knees'

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**Table 6.** Use of media for educational outreach and promotion of Master Gardener Program activities.

| <b>County</b>     | <b># of Newspaper / Magazine Articles</b> | <b># of TV spots</b> | <b># of Radio spots</b> | <b>*Estimated Public Contacts Via Media Outreach</b> |
|-------------------|---|----------------------|-------------------------|--|
| Baker             | 9   | 0                    | 0                       | 4,500  |
| Benton and Linn   | 25  | 0                    | 0                       | 12,500   |
| Central Oregon*   | 3   | 0                    | 51                      | 27,000   |
| Clatsop           | 38  | 0                    | 13                      | 25,500   |
| Columbia          | 0   | 0                    | 0                       | 0  |
| Coos              | 13  | 10                   | 13                      | 23,000   |
| Curry             | 107                                       | 0                    | 105                     | 106,000  |
| Douglas           | 0   | 0                    | 0                       | 0  |
| Hood River        | 1   | 0                    | 4                       | 2,500  |
| Jackson           | 0   | 0                    | 0                       | 0  |
| Josephine         | 297                                       | 70                   | 80                      | 258,500  |
| Klamath           | 7   | 0                    | 0                       | 3,500  |
| Lane              | 50  | 20                   | 35                      | 62,500   |
| Lincoln           | 30  | 0                    | 150                     | 90,000   |
| Marion            | 52  | 0                    | 52                      | 52,000   |
| Portland Metro*** | 1   | 9                    | 4                       | 11,500   |
| Polk              | 4   | 0                    | 0                       | 2,000  |
| Tillamook         | 59  | 0                    | 12                      | 35,500   |
| Umatilla          | 4   | 0                    | 1                       | 2,500  |
| Union             | 20  | 0                    | 2                       | 11,000   |
| Wasco             | 8   | 0                    | 24                      | 16,000   |
| Yamhill           | 5   | 1                    | 25                      | 16,000   |
| Statewide         | 6   | 0                    | 0                       | 3,000  |
| <b>TOTAL</b>      | <b>739</b>                                | <b>110</b>           | <b>569</b>              | <b>765,000</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).

## 8. Extramural Funding (Table 7)

In 2014, the Master Gardener Program received at least **\$506,606 in extramural funding**. The source of these funds came from **cash and in-kind donations from Master Gardener Associations (\$9141,144), revenue from class fees (\$158,644), grants in support of Master Gardener programming (\$17,507), and support from program partners (\$99,936)**. 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 27 counties in 2014. The average cost of Master Gardener training fees was \$173 in 2014 (Table 1), up from \$115 in 2009. Across individual programs, Master Gardener training fees ranged from a low of \$75 to a high of \$395 (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.

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## 9. Summary

The OSU Master Gardener program had another year of successes and innovations in 2014. 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 (**\$4.0 million** value of volunteer service and **\$506,606** in extramural funding), public contacts (**185,033** people worked with a Master Gardener in plant clinic or attended a Master Gardener educational program), philanthropic (**114,254 pounds of produce donated to food banks or food pantries**), media exposure (*conservatively estimated* at **765,000 additional public contacts** via TV, newspaper, radio and internet), the number of individuals who elect to become a Master Gardener (**625 new trainees, of which 64% completed their service practicum**) or the number of individuals who elect to remain active in the program (**2,384 veteran Master Gardeners, of which 73% recertified in 2014**) – 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 **2,987 Master Gardener volunteers** who **donated a combined total of 192,293 hours to the program**, which is equivalent to the time that would be put in by 92 full time employees. Also essential to the success of the program are the **24 Master Gardener Associations that contributed a combined total of \$141,144** in cash and in-kind support (excluding \$4.0 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 7.** Funding and fiscal support provided by the Master Gardener Associations, generated from fee-based classes and grants and received from sources in 2014.

| 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           |  | \$400                 |                                    | \$1,176           |  |                             | \$548                       | \$2,124          |
| Benton and Linn |  |                       | \$3,360                            |                   |  |                             |                             | \$3,360          |
| Central Oregon* | \$1,500  | \$550                 | \$7,000                            |                   |  |                             |                             | \$9,050          |
| Clatsop         | \$383  | \$1,524               | \$1,020                            |                   |  |                             |                             | \$2,927          |
| Columbia        | \$2,800  |                       |                                    |                   |  |                             |                             | \$2,800          |
| Coos            | \$500  |                       | \$4,500                            | \$3,275           |  |                             |                             | \$8,275          |
| Curry           | \$6,109  | \$1,820               | \$500                              | \$175             | \$650  |                             |                             | \$9,254          |
| Douglas         | \$30,000   | \$15,000              | \$3,000                            | \$200             | \$5,000  |                             |                             | \$53,200         |
| Hood River      | \$20,000   |                       | \$4,875                            |                   |  |                             | \$19,000                    | \$23,875         |
| Jackson         | NR   | NR                    | NR                                 | NR                | NR   | NR                          | NR                          | NR               |
| Josephine       |  |                       | \$5,460                            | \$1,540           |  |                             |                             | \$7,000          |
| Klamath         |  |                       | \$2,000                            |                   |  |                             |                             | \$2,000          |
| Lane            | \$17,058   | \$2,000               | \$8,700                            | \$2,415           | \$2,345  | \$6,500                     |                             | \$39,018         |
| Lincoln         | \$800  |                       | \$4,980                            |                   | \$2,975  | \$875                       |                             | \$6,755          |
| Marion          |  |                       | \$4,000                            |                   |  |                             | \$15,000                    | \$19,000         |
| Metro**         | \$2,500  | \$2,500               | \$65,000                           |                   |  | \$82,000                    |                             | \$152,000        |
| Polk            |  | \$400                 | \$1,300                            | \$6,080           | \$1,375  |                             | \$60,388                    | \$69,543         |
| Tillamook       | \$900  | \$2,200               | \$1,340                            | \$1,605           | \$5,162  |                             |                             | \$11,207         |
| Umatilla        |  |                       |                                    |                   |  |                             |                             |                  |
| Union           | NA   | NA                    | \$1,200                            |                   |  |                             |                             | \$1,200          |
| Wasco           |  |                       | \$2,775                            |                   |  |                             | \$5,000                     | \$7,775          |
| Yamhill         |  |                       | \$3,300                            |                   |  |                             |                             | \$3,300          |
| Statewide***    | \$35,000   |                       | \$17,868                           |                   |  |                             |                             | \$52,868         |
| <b>TOTALS</b>   | <b>\$114,750</b>   | <b>\$26,394</b>       | <b>\$142,178</b>                   | <b>\$16,466</b>   | <b>\$17,507</b>  | <b>\$89,375</b>             | <b>\$99,936</b>             | <b>\$506,606</b> |

\*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 (\$4.0 million across all counties). NA: Union County does not have a Master Gardener Association.