

LOGIC MODEL

Name of Program: Horticulture

Situation: Support information needs of homeowners/gardeners and commercial horticultural businesses.

Goal: To enhance Indiana stakeholders' understanding of horticulture issues and to support business and production practices, networking, and decision-making of homeowners/gardeners commercial horticultural businesses and the turf industry.

INPUTS What we invest	OUTPUTS Activities What we do	OUTPUTS Participation Who is reached	Short: What do we think participants will know, feel, or be able to do after participating in the program?	Medium: How do we think the participants will behave or act differently after participating in the program?	Long: What kind of impact can result if the participants behave or act differently after participating in the program?
<ul style="list-style-type: none"> • Field staff • Campus staff • Purdue Ag Centers • Master Gardener Volunteers • Graduate students • Partnerships: <ul style="list-style-type: none"> ○ Clientele/industry Associations ○ MG Associations ○ SARE ○ Other LGUs ○ Gov't/Municipal 	<ul style="list-style-type: none"> • Education workshops, seminars, webinars, conferences, field days, tours for clientele • Train volunteers • Develop leadership • Publish bulletins • Websites, social media, videos, newsletters, mass media • Applied Research • Site visits and individual consults • Advisory committees • <u>COMMENT – how does the work of Tim Gibb, Judy Loven and Ralph Williams fit in here?</u> 	<ul style="list-style-type: none"> • Homeowners • Residents/ Renters • Gardeners • Master Gardener Volunteers • Commercial Producers <ul style="list-style-type: none"> ○ Turf ○ Nursery & Landscape ○ Fruit and vegetable ○ Herbaceous Ornamentals ○ Farmers Markets ○ Small Farms ○ Controlled Environment • Youth • Ext Educators 	<ul style="list-style-type: none"> • HORT 1.1 # of participants informed about horticulture, turf, and the environment • HORT 1.2 # of participants informed about leadership skills • HORT 1.3 # of participants informed about strategies for protecting/improving the environment • HORT 1.4 # of participants informed about recognizing food safety risks and solutions • HORT 1.5 # of participants with increases in networking and communication • HORT 1.6 # of new or improved innovations developed for food enterprises 	<ul style="list-style-type: none"> • HORT 2.1 # of participants who adopt recommended practices for horticulture and the environment NIFA GF1.4a • HORT 2.2 # of participants who volunteer • HORT 2.3 # of participants who grow leadership ability <p>HORT 2.4 Increases in Horticulture associations and memberships in associations</p> <ul style="list-style-type: none"> • HORT 2.4a # of associations • HORT 2.4b # of memberships in associations <ul style="list-style-type: none"> • HORT 2.5 # of viable technologies developed or modified for the detection and characterization of food supply contamination from foodborne threats NIFA FS1.1 • HORT 2.6 # of children and youth who reported eating more of healthy foods. NIFA CO1.1.c 	<ul style="list-style-type: none"> • HORT 3.1 # of participants adopting best practices and technologies resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources NIFA GF1.4 • HORT 3.2 Reduced negative environmental impact due to horticultural operations (MEASURE = TBD) • HORT 3.3 Increased quality and supply of Indiana-produced horticultural products (MEASURE = TBD)

ASSUMPTIONS

- 1) Demand for fresh fruits and vegetables will increase
- 2) Interest in ornamentals and turf will continue to increase
- 3) Consumer & grower interest in local, organic will remain strong
- 4) Interest in gardening will remain strong or increase

EXTERNAL FACTORS

- 1) Economy, housing market, discretionary dollars
- 2) Weather
- 3) Consumer attitudes/beliefs/demands regarding product attributes
- 4) Government regulations and policies
- 5) Pesticide-resistant species
- 6) Water availability/quality/use
- 7) Funding