

# Commercial and Consumer Horticulture

Commercial and Consumer Horticulture

## V(A). Planned Program (Summary)

### 1. Name of the Planned Program

Commercial and Consumer Horticulture

## V(B). Program Knowledge Area(s)

### 1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
124	Urban Forestry	5%		10%	
202	Plant Genetic Resources	6%		10%	
204	Plant Product Quality and Utility (Preharvest)	15%		15%	
205	Plant Management Systems	35%		40%	
502	New and Improved Food Products	7%		20%	
901	Program and Project Design, and Statistics	10%		5%	
903	Communication, Education, and Information Delivery	22%		0%	
<b>Total</b>		<b>100%</b>		<b>100%</b>	

## V(C). Planned Program (Inputs)

### 1. Actual amount of professional FTE/SYs expended this Program

Year: 2008	Extension		Research	
	1862	1890	1862	1890
<b>Plan</b>	14.0	0.0	2.6	0.0
<b>Actual</b>	20.0	0.0	2.0	0.0

### 2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 410269	1890 Extension	Hatch 172083	Evans-Allen
	0		0
1862 Matching 410269	1890 Matching	1862 Matching 172083	1890 Matching
	0		0
1862 All Other 1507013	1890 All Other	1862 All Other 1390978	1890 All Other
	0		0

**V(D). Planned Program (Activity)**

**1. Brief description of the Activity**

•Conduct research to evaluate cultivars of traditional and nontraditional horticultural crops and ornamental plants. •Conduct research into crop cultural systems, particularly the feasibility of horticultural crops in rotation with agronomic crops. •Conduct research to develop "seed to market" production systems for high-value alternative horticultural crops like cilantro and herbs. •Conduct research to develop sustainable and/or organic production systems for commercial horticultural crops. •Provide demonstrations and education and disseminate information to support Oklahoma’s commercial horticulture industry, with emphasis on electronic resources. •Survey Oklahoma Consumers (Gardeners) to assess the needs and wants of the gardening public •Upgrade the web-based delivery •Review and revise annually or as needed Fact sheets and other publications. •Educational programs are conducted based on public interest and County Educator requests. •Participate and support eXtension Consumer Horticulture/Master Gardener Community of Practice •Conduct Master Gardener/Junior Master Gardener Training •Conduct pesticide training and education •Assist in Youth at Risk – Obesity/School Gardens

**2. Brief description of the target audience**

Horticultural crop producers, commodity groups, food processors, landscape professionals, input suppliers such as seed and chemical companies, peer scientists, extension specialists and county professionals, horticultural dealers and merchants, greenhouses, Master Gardeners, home owners, communities, and youth.

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

**Target for the number of persons (contacts) reached through direct and indirect contact methods**

	<b>Direct Contacts Adults</b>	<b>Indirect Contacts Adults</b>	<b>Direct Contacts Youth</b>	<b>Indirect Contacts Youth</b>
<b>Year</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>	<b>Target</b>
<b>Plan</b>	100000	1000000	2000	0
2008	81560	1630000	2005	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

<b>Year</b>	<b>Target</b>
<b>Plan:</b>	0
2008:	0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

	<b>Extension</b>	<b>Research</b>	<b>Total</b>
<b>Plan</b>	0	0	
2008	3	5	8

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

New Master Gardeners trained

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	300	256

**Output #2**

**Output Measure**

Manuscripts submitted for consideration of publication in peer-reviewed journals

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	3	7

**Output #3**

**Output Measure**

Number of Extension publications completed - fact sheets, newsletters, trial reports, web-based materials

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	6	55

**Output #4**

**Output Measure**

Number of statewide "Oklahoma Gardening" shows produced

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2008	30	35

**V(G). State Defined Outcomes**

<b>O No.</b>	<b>Outcome Name</b>
1	Number of horticultural crop producers newly certified as organic
2	Number of volunteer hours provided to community horticulture programs statewide
3	Number of home gardeners experiencing increased awareness and knowledge about environmental issues and IPM principles
4	Use of Growing Source of By Products as organic fertilizer
5	Viticulture Research and Extension

**Outcome #1**

**1. Outcome Measures**

*Not reporting on this Outcome for this Annual Report*

**2. Associated Institution Types**

**3a. Outcome Type:**

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
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**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

**What has been done**

**Results**

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
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**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Competing Public priorities

Competing Programmatic Challenges

Populations changes (immigration, new cultural groupings, etc.)

**Brief Explanation**

**V(I). Planned Program (Evaluation Studies and Data Collection)**

**1. Evaluation Studies Planned**

After Only (post program)

Retrospective (post program)

During (during program)

**Evaluation Results**

{No Data Entered}

**Key Items of Evaluation**

{No Data Entered}