Program: **Home/Consumer Horticulture Logic Model**

**Situation:** In 2018 the National Gardening Survey indicated that 77% of American households garden in some way. Other estimates reveal that consumer horticulture and supporting industries contribute nearly $200 billion to the US economy each year and support over 2 million jobs. Recent trends indicate that more and more Americans are growing their own food (35% of households) while interests in ornamentals remains high, particularly in the area of gardening to support pollinators and other ecological uses of plants. American gardens will continue to look to Cooperative Extension for specific answers to their gardening questions. The Extension Master Gardener Program equips trained and certified volunteers to assist Extension staff in delivering research-based gardening information to the public.

**Inputs**
- Agents, associates, specialists
- Federal, State and local agencies
- UK weather center
- Funding-fees from training and other courses; grants and in-kind support
- Training materials-presentations, printed resources, publications
- Social media & online tools
- State, regional and national meetings and conferences
- Evaluation materials
- SNAP-ED
- Volunteers (Master gardeners)

**Activities**
- Educational programs & trainings
- Field days
- Garden tours
- Conference
- Community garden guide
- Media
- Food demonstration
- Cooking classes
- Master Gardener training

**Outputs**
- Home owners
- Community garden participants
- Housing Authority residents
- Schools
- Educators
- Community members
- Neighborhood Associations
- Nonprofits / businesses
- Volunteers
- Youth

**Participation**
- Increase their knowledge of horticulture and best practices in soil health, water conservation, and chemical use
- Recognize the value of diagnostic testing
- Match plants to appropriate planting location
- Understand the value of native plants
- Discuss pollinator protection
- Locate Extension horticulture resources
- Observe horticulture and food preparation demonstrations

**Outcomes**
- Use Extension diagnostic services
- Be active in gardening
- Diversify plant varieties
- Add native plants to landscaping
- Use Integrated Pest Management practices
- Adopt best practices in water quality and/or soil health
- Handle chemical safely

**Short**
- Increase access of fresh food
- Reduce plant loss in landscaping
- Minimize environmental impact by following recommended use of pesticides, herbicides, and/or fertilizers
- Added value or reduced expenses with landscaping
- Volunteer for community horticulture projects
- Improve physical, social and/or mental health
- Develop employment skills

**Medium**

**Long**

**Assumptions**

**External Factors**