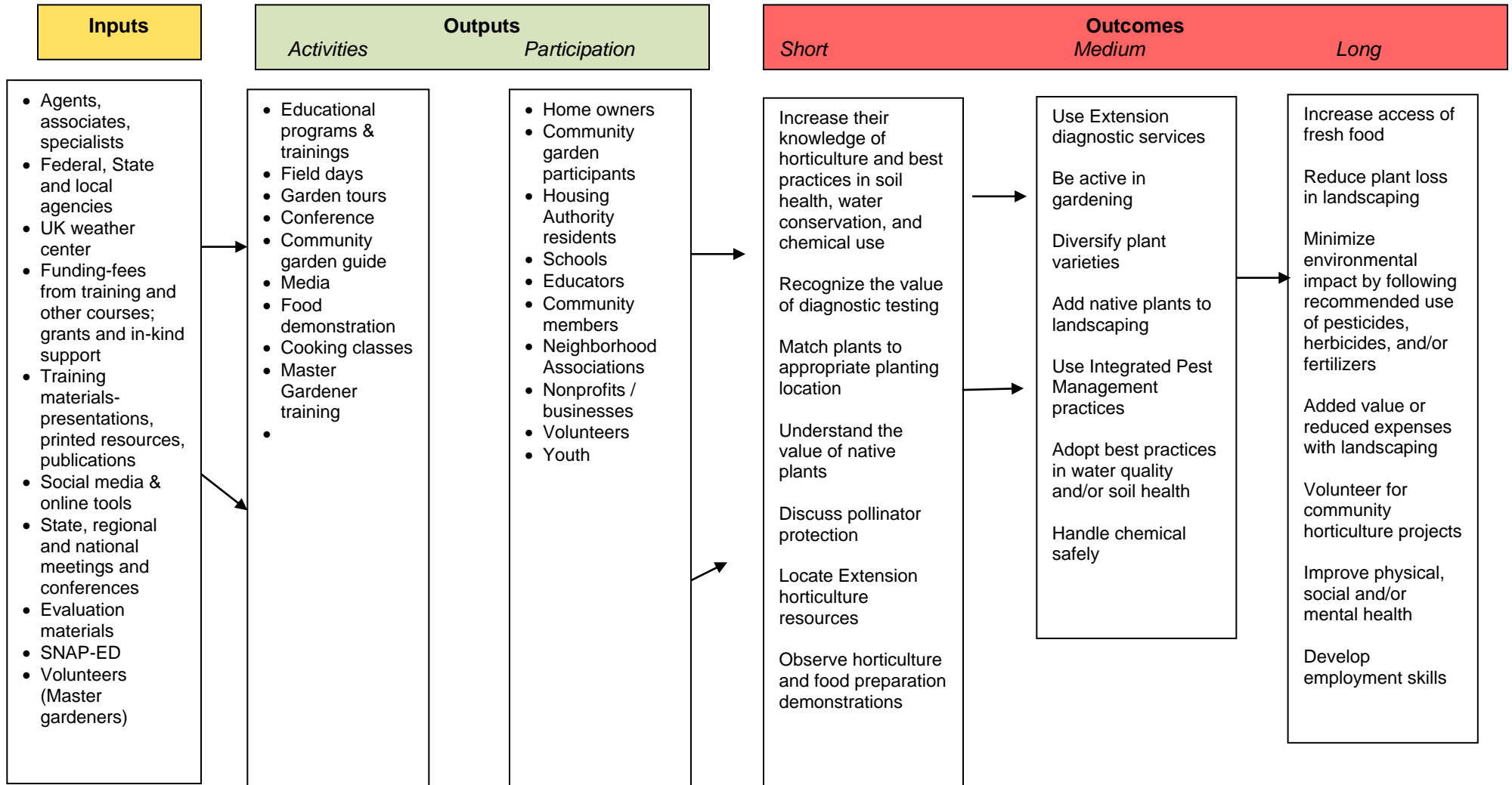


**Program: Home/Consumer Horticulture Logic Model**

**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.



**Assumptions**

**External Factors**