

Commercial Horticulture Sample Success Story

Note to Agents: This is a sample success story that aligns with the Sample Evaluation. It is to be adapted to meet your county and programs. If you use the Sample Evaluation, Qualtric does analysis and provides the totals and percentages that you can use.

It is suggested that you use the top two to three intermediate outcomes in your story, not all of the possible outcomes.

Commercial horticulture accounts for _____% of the agriculture economy for _____ County. Local horticulture products are sold on-farm, at farm stands and farmers markets, to small businesses and schools.

Extension provides research-based horticulture information through programs, newsletters, webinars, websites, farm visits, and social media. During 20XX, the ANR/Horticulture Agent responded to XXX personal communications and made XXX farm visits related to commercial horticulture. In addition, _____ diagnostic services (soil samples, plant and weed identification, plant disease and pest/insect identification) were conducted with analysis and recommendations. Of the growers who completed an end of year survey, ___% made decisions on treatment based on Extension recommendations.

During the past 12 months,

___% adopted techniques to extend their growing season

___% diversified their crop production

___% implemented or improved irrigation

___% planned and practiced crop rotation

___% used integrated pest management practices

___% followed pollinator protection practices

___% used one or more recommended practices for safe use of chemicals

Of the many water quality and soil conservation practices, _____ were used most by all those responding.

The _____ County commercial growers serve as mentors to new or young agriculture producers in the area. This year, _____ producers shared information with local and state officials about production, processing, marketing and environmental issues during _____.

Farmers Market

_____ County opened a farmers market in XXXX. Vendors from _____ County and _____ surrounding counties sell their produce and agriculture products X days per week at the farmers' market space from June through September.

Extension provides programs, trainings, and certifications that extend the growing season, create a variety of products available, and insure food safety for local growers.

Over the last year, XX commercial growers and/or farmers market vendors completed PBPT, FSMA, or Third Party GAP Audit training with Extension. XX vendors were certified to add value to their farm products.

During 20XX, ___ % of the WIC and ___% of the Senior Farmers Market Nutrition Program vouchers were redeemed. <Did your county have a Double Dollar, or Power of Produce Program?> The number of vendor increased to ___ , providing a wider variety of farm products and Farmer's Market sales increased to \$_____.