

Urban and Suburban Agriculture

Work Group Names:

Region: WEST Circle which primary base program it addresses - ANR

Section 1. Relevance

Where did this issue surface?

Texas Community Futures Forum

County Committees

Commodity / Industry / Special Interest Groups

Specialist(s)

What is the issue/problem?

Urban and suburban producers need assistance in enhancing profitability

Problem size and scope? (How many people does it affect? How wide spread?)

Urban/suburban areas in West Region

Problem severity? (How serious is this issue?)

High

Description:

Target Audience? (*Who does the problem impact and how many?*)

Urban Ag producers, Horticulture industry, and landscape industry.

What are some general characteristics of the audience this program targets? How will you market this program to others?

Section 2. Response

State the goal of the program.

To increase profits for urban agriculturists, and enhance producer knowledge on environmentally sound practices.

State the outcome objectives.

Client Change	At the end of this program, will....
<i>Knowledge</i>	increase knowledge on.... <ul style="list-style-type: none"> - adapted plant materials - safe use of pesticides and fertilizers - sound production practices
<i>Skills</i>	develop skills....
<i>Attitude</i>	change their attitudes pertaining to...
<i>Behavior Change</i>	adopt....
<i>New Technology</i>	adopt.... <ul style="list-style-type: none"> - efficient irrigation technologies
<i>Best Practice</i>	adopt <ul style="list-style-type: none"> - innovative marketing strategies - irrigation technologies - integrated pest management practices

Program Design.

Topic (Subject Matter)	Strategy to Deliver Content (Method)	Existing Resource(s)	Contact Person(s) (Includes CEA's Specialists, Commodity Reps)
Adapted Plant Material Plant Variety Selection		CEMAP Texas Superstars INLA Seed Companies Other State Nursery Associations	Extension Specialists CEA's-Hort Horticultural Sciences

Landscape Installation and Maintenance		TAMU Hort Production Guides TNLA Grounds Maintenance Conference Texas Forest Service	Horticultural Sciences Dept. CEA's-Hort Roger Havlak- TCE
Marketing Urban Ag Products - Farmers Markets		TDA - Buy Texas SBA	Al Wagner- Hort. ADH Horticultural Sciences Dept. CEA's-Hort. Extension Economist PVAMU / CEP
Green Industry Employee Training		Grounds Conference Grow Green TDA Structural Pest Control Board Texas Certified Nursery Professional TCEQ Irrigation License Commodity Field Days	Skip Richter- CEA-Hort Guy Fipps- Irrigation Specialist Larry Stein-Horticulturist Horticultural Sciences Dept. Soil and Crop Sciences Dept. Roger Havlak- TCE

Section 3. Results

Client Change Level	Sample Questions (Review the objectives section to help place questions or statements in the space below)
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<i>Knowledge</i>	<ul style="list-style-type: none"> - adapted plant materials - safe use of pesticides and fertilizers - sound production practices
<i>Skills</i>	
<i>Attitude</i>	
<i>Behavior Change</i>	
<i>New Technology</i>	- efficient irrigation technologies
<i>Best Practice</i>	<ul style="list-style-type: none"> - innovative marketing strategies - irrigation technologies - integrated pest management practices

Economic Indicators. *Are there economic indicators that can be measured concerning this issue?*

YES

Please list them below.

Increased Production
 Sales of Selected Plant Materials
 Employee Retention (Green Industry)
 Value Added Marketing

Interpretation. The last step in the process is interpreting the results to our stakeholders. List internal and external stakeholders that would be interested in the results of this educational program. Do not forget to think about other state agencies and groups that would be interested in these outcomes.

Internal to Extension Stakeholders	External Stakeholders
Administration Specialists CEA's MG's / Volunteers Committees	TNLA Elected Officials Commodity Groups Green Industry Producers

Additional Resources. *What additional resources are needed to address this issue? In other words, what is needed to design innovative programs that will impact our audiences? Use the space below or the back if needed.*