COMMUNITY ENVIRONMENT

Nebraskans - including commercial growers [turfgrass, fruits, vegetable, hops]; commercial pest control operators and property managers; home gardeners; refugees; high school students; and many youth audiences - will protect natural resources & habitat, grow safe nutritious food, sustainably manage community spaces, be better consumers and make wise business decisions.

Participants / Resources Impacted

- Timely response to flooding through multiple media channels and platforms, including MARC participation affecting 5 communities, publications, newspaper, radio, infographics, programs, direct contacts, social media. Focused on food safety and affected landscapes. Team is prepared to address the long-term, 3-5 years, effects of flood to community landscapes.
- Flooding severely compromised the Quail Run Golf Course in Columbus. Extension faculty were instrumental in providing advice and resources to assess and ameliorate tree and turfgrass damage and provide a successful solution for remediation of a silt contaminated irrigation pond.
- Front door to the University – over 20,318 Nebraskans turned to Extension in 2019 for insect identification, plant diagnostics, and best practices via phone, e-mail, walk-in and on-site assessments.
- Over 740 farmers and green industry professionals increased their knowledge through Extension programming.
- Over $179,800 dollars generated through grants and user fees.

Method of Engaging Learners

- Multistate conferences such as the 4-state Great Plains Growers Conference, Nebraska Grower and Brewers Conference, Urban Pest Management Conference, Nebraska Turfgrass Conference, Turfgrass Field Day and Nebraska Food Systems Summit.
- Nebraska Food Systems Summit brought together 125 partners within Nebraska’s local food system, including several producers, to prioritize needs for growing local food resources.
- Workshops taught included Rwanda CSUP student scholars, high school urban ag students, new farm growers, greenspace professionals (tree and lawn care, garden centers, grounds maintenance), Extension Master Gardener training, tree pest workshops, food safety training for growers, fruit and vegetable growers 4-state conference, and 4-H/Youth gardening workshops.
- Omaha Bryan High School Urban Ag academy students connected with Agronomy and Horticulture Faculty on UNL Campus to learn about research and future careers in horticulture.
- Mass media outreach: Backyard Farmer TV program, 191,000 weekly reach through multiple media channels. Television (KMTV, KETV, WOWT, KPAO, KHAS), educational radio (KTIC, KUTT, KRGJ) and newspaper outreach (Omaha World Herald, Lincoln Journal Star, Norfolk Daily News and many others) and on-line subscription newsletters.
- Social media outreach including blogs, Twitter, Facebook, YouTube, podcasts and websites.
“Nebraska Extension is vital to the growth of the industry”. –Participant, Nebraska Grower and Brewers Conference

Impact

- 97% Nebraska Turf Conference and Turfgrass Field Day participants increased their knowledge of pesticides, nutrients and water inputs. More than 700 stakeholders attended these two events.
- 93% Great Plains Growers Conference (GPGC) participants adopted new farm practices or continued using practices reinforced by information from the conference. \(n=92\)
- $5,703 average value of knowledge gained from GPGC participants based on farm cost savings or increased profitability. Median $1,000 per farm, ranged from $200.00 to $100,000.00. \(n=56\)
- 78% of landscape professionals began, in the last year, positively identifying plant problems before treating with a pesticide, as a result of participation in ProHort green industry training. Six sites across the state, held 6-hour long workshops and taught professionals in 29 counties and 49 different communities. \(n=132\)
- 75% of ProHort participants planned to implement a new practice to protect surface water quality. \(n=132\)
- $64,851 economic value of Extension Master Gardeners 2,701 volunteer hours. (Based on Independent Sector 2019 Volunteer Valuation, $24.01 per hour.)
- 766 pesticide applicators certified in the ornamental & turf category. (188 initial and 578 recertified)

Partnerships

Refugee Women of Nebraska, Omaha Home for Boys, No More Empty Pots, Omaha Permaculture, City of Omaha, Omaha Bryan High School, Nebraska Department of Agriculture, UNL Department of Agronomy & Horticulture and Entomology, Nebraska College of Technical Agriculture, Nebraska Forest Service, Nebraska School Nurses Association, National Pest Management Association, Nebraska Turfgrass Association, Nebraska SARE, Health Departments, NRD’s, Nebraska Childcare, Schools and Community Colleges.

Focus Highlights of Year

- 13,323 Backyard Farmer YouTube subscribers viewed 2.9 million minutes of program videos
- 44,443 pounds of fresh produce grown, valued at $74,220, by youth and Extension Master Gardeners donated to
- 11,162 Facebook, Twitter and blog followers to Nebraska Extension entomology and horticulture information
- Over 2,000 professionals, schools, child care providers, building managers and homeowners are assisted in the management of difficult pest issues such as bed bugs, head lice and cockroaches to save money and time and effectively control
- 74% Nebraska Grower and Brewers conference participants will apply knowledge gained to their business operations. The 3rd annual Nebraska Grower and Brewer Conference was held in January 2019. Left – hops research and teaching plot tour.

unlextension211
@unlextension