

2019 ANNUAL REPORT

UNIVERSITY OF MARYLAND EXTENSION

HOME & GARDEN INFORMATION CENTER

UNIVERSITY OF MARYLAND EXTENSION

MASTER GARDENER



The University of Maryland Extension Home & Garden Information Center and Master Gardener Program work together to provide you with up-to-date, science-based information and answers to your yard and garden questions.

extension.umd.edu/hgic

extension.umd.edu/mg

HOME & GARDEN INFORMATION CENTER

extension.umd.edu/hgic

Website Data

1.57M total pageviews

48% more than in 2018

Top 5 Visited Topics



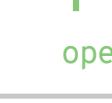
MARYLAND GROWS BLOG

marylandgrows.umd.edu

533 subscribers

73 new posts

77% more pageviews than in 2018!



Maryland Grows was named a Regional Finalist in "Online Communications" by the National Association of County Agricultural Agents.



HGIC NEWSLETTER

8,789 subscribers

34,961 deliveries

14,991 opens

Social Media Followers



Ask an Expert Online Service

Your questions are answered by Certified Professional Horticulturists

7,150 questions answered in 2019

13% more than in 2018;

37% more than in 2017

ASK MARYLAND'S GARDEN EXPERTS YOUR PLANT AND PEST QUESTIONS

Sample of the comments from our survey:

"I am thrilled with the quick and efficient response I received. I plan on sharing with all my garden club members in our newsletter, too!"

"I very much appreciate the opportunity to receive answers to my questions on flora and fauna in my vicinity. Thank you!"

"This service is invaluable to gardeners. Thank you!"

"Glad you are there. Your answer contributed to improved quality of life. Thank you"

88% of respondents were completely satisfied with our service

59% of respondents changed a practice or behavior

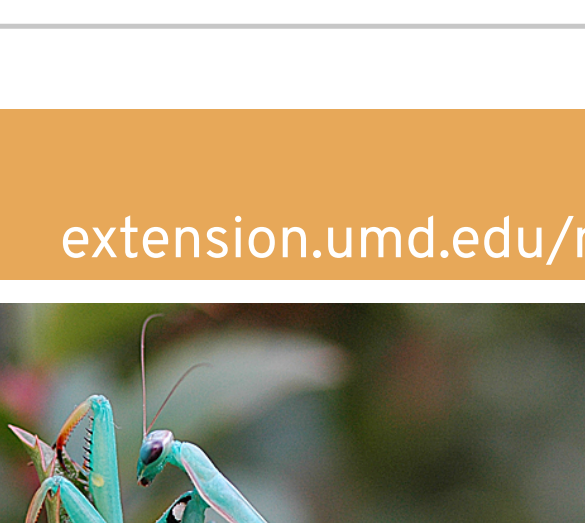
1,875 people answered our 2019 survey

How to Send a Question



Click to watch video on YouTube

Top Question Topics



MASTER GARDENER

extension.umd.edu/mg



Top left: UME Master Gardener volunteers working with students to plant a garden in Baltimore City

Top right: Praying mantis by Dr. Mike Raupp

Bottom left: Seedlings of the Harford County UME Master Gardener volunteers at the Edgewood Boys & Girls Green Thumb Club Fall 2019

Bottom Right: UME Master Gardener volunteers working in a Bay-Wise landscape

2,371 Master Gardener volunteers

89,071 People educated

112,788 Total volunteer hours

\$3.23 Million Value of volunteer time to Maryland

Master Gardener Volunteer Subprograms

ASK A MASTER GARDENER PLANT CLINIC

A MASTER GARDENER PROGRAM MGs answer your questions about plants, lawn care, landscape, and pest problems.

9,547 Volunteer hours

18,837 People educated

BAY-WISE

A MASTER GARDENER PROGRAM Learn about sustainable landscape practices and UME Bay-Wise Maryland Yardstick Certifications.

6,763 Volunteer hours

3,602 People educated

COMPOSTING

A MASTER GARDENER PROGRAM Learn all about backyard and community composting, soil improvement techniques, soil testing, and fertilizer use.

1,256 Volunteer hours

1,086 People educated

GROW IT • EAT IT

A MASTER GARDENER PROGRAM MGs teach you how to produce your own affordable and healthy food using sustainable gardening practices.

11,598 Volunteer hours

10,298 People educated

POLLINATORS

A MASTER GARDENER PROGRAM Learn to identify insects, attract beneficial insects, and use safer pest management practices.

4,468 Volunteer hours

6,835 People educated

NATIVE PLANTS

A MASTER GARDENER PROGRAM Learn more about native and incorporate native plants into a landscape.

4,090 Volunteer hours

2,040 People educated

MASTER GARDENER 2019 Success

Youth Gardening

MGs encouraged the next generation of gardeners to develop their green thumb! Many of our youth programs taught students the importance of pollinators, such as the beekeeping club in Anne Arundel County, the Pollinator Palooza in Washington County, the Student-Athletes for Educational Opportunities summer camp in PG County, and the installation of a pollinator garden at Friendsville Elementary School in Garrett County. Students at the Allegany County Fair "Youth Day" learned how to protect pollinators.

The MG program in Calvert County utilized new outreach technology to teach youth about gardening. Over 500 participants played gardening quiz games on a touch screen kiosk. Other programs, like Project Spudnik in Calvert County, the star gardens at Lexington Park Elementary School, Montgomery County's Close Encounters with Agriculture, and the Green Thumb Club at Edgewood Boys & Girls Club taught youth to grow and prepare their own healthy, fresh produce.



Underserved Audiences

MGs across the state reached out to non-traditional and underserved audience in an effort to serve all the residents of Maryland. MGs contributed to a Little Free Library in Allegany County to provide free gardening resource books for their community. In Anne Arundel County, MGs help inmates in a correctional institution manage a honey bee colony and harvest fresh honey.

In Montgomery County, MGs show patrons of the Manna Food Bank how to grow their own fresh produce. MGs in Calvert County helped local churches grow fresh produce in containers for their local food banks. In 2019 the MG program donated over 8,900 pounds of fresh produce to local food banks!

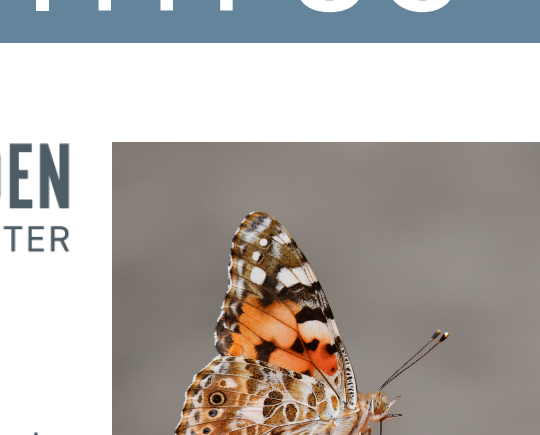


Many local MG programs are working on diversity and inclusion within their programs. Some have formed committees to make their programs more inclusive, both in terms of the MG volunteers and the audiences we serve. In Howard County, MGs are translating program materials into Spanish to reach out to Spanish-speaking audiences within their county, and they have shared those translated materials across the state.

Therapeutic Horticulture

The benefits of plants extend far beyond our landscapes. Plants can be therapeutic for many different audiences. MGs performed 7,519 volunteer hours in therapeutic horticulture projects in 2019!

MGs in Harford County helped the Perry Point VA Medical Center and Hospital install a vegetable garden plot and start a weekly garden club. The veterans report that being responsible for the care of the garden is therapeutic. At least two of the veterans decided to start raised gardens in their own landscapes.

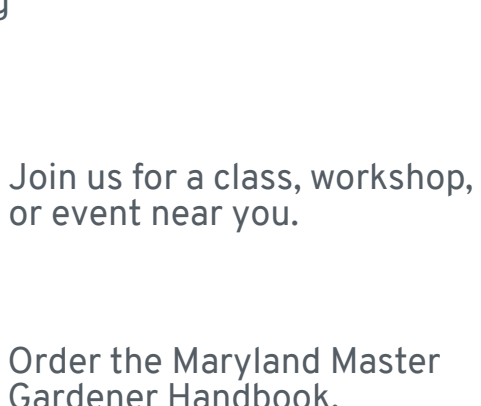


MGs in Harford County also worked with special needs adults to help them plant cuttings of their favorite houseplants to take home and grow on their own!

CONNECT WITH US

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ASK MARYLAND'S GARDEN EXPERTS YOUR PLANT AND PEST QUESTIONS

Answers to your gardening questions are only a click away!

Our Certified Professional Horticulturists are ready to help.

MARYLAND GROWS BLOG

HGIC NEWSLETTER

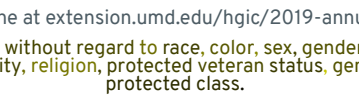


LOCAL PROGRAMS

Join us for a class, workshop, or event near you.

MASTER GARDENER HANDBOOK

Order the Maryland Master Gardener Handbook.



Home and Garden Information Center | UME Master Gardener Program
12005 Homewood Road | Ellicott City, MD 21042 | 410-531-5556

View online at extension.umd.edu/hgic/2019-annual-report

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