I am pleased to share this report highlighting our growth and success over the past two years. The Home & Garden Information Center and Master Gardener Program use classes, workshops, demonstration gardens, websites, and social media to teach residents best management practices for sustainable gardening.

Gardening continues to be one of the most popular U.S. hobbies. One out of three households is now engaged in food gardening, thanks in large part to millennials getting their “hands in the dirt.” At HGIC we believe that garden spaces come and go...our job is to develop new gardeners!

Many thanks for supporting our programs. Faculty, staff, and volunteers at the Home & Garden Information Center and county/city Extension offices are experts and leaders in applying the latest science-based information to address real-life problems. We look forward to connecting with you in 2016!

Jon Traunfeld, Center Director

Our Vision: People gardening and managing land in harmony with nature.
Our Mission: Develop and deliver science-based, sustainable gardening and integrated pest management education for better human and environmental health.

Our Vision: A healthier world through environmental stewardship.
Our Mission: To support the University of Maryland Extension mission by educating residents about safe, effective and sustainable horticultural practices that build healthy gardens, landscapes, and communities.

Our Vision: 1 million Marylanders producing their own affordable, healthy food.
Our Mission: To help people improve human and ecological health by growing their own food using sustainable gardening practices.

extension.umd.edu/hgic
We partner with state & federal agencies to support University of Maryland Extension programs, faculty, staff, and volunteers. The Center is home to the state Master Gardener Program and the Grow It Eat It Program.

2nd Our ranking for total number of “Ask an Expert” gardening questions answered by a land grant university

5,914 Number of questions answered in 2015, a 57% increase over 2014

44,442 Number of web-based horticultural questions answered since 2003

445,972 Total number of callers assisted through our toll-free hotline (1990-2014)

Social Media and Web Presence

136 YouTube videos are approaching 2 million views

35.7% of the traffic on the extension.umd.edu domain is from HGIC, GIEI, & MG web pages

5,330 e-newsletter subscribers

10,708 people engage regularly through social media

New Initiatives

• Native plants & pollinators program funded by proposed wildflower license tag
• Increasing awareness of climate change through expanded website content
• Website emphasizes earth-friendly sustainable gardening practices

extension.umd.edu/hgic
MARYLAND MASTER GARDENER PROGRAM

20 MG Programs across Maryland
State MG Office Provides Training and Support

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td># of interns</td>
<td>337</td>
<td>315</td>
</tr>
<tr>
<td># of active volunteers</td>
<td>1,502</td>
<td>1,772</td>
</tr>
<tr>
<td># of people assisted</td>
<td>77,429</td>
<td>84,021</td>
</tr>
<tr>
<td># of hours volunteered</td>
<td>105,300</td>
<td>106,839</td>
</tr>
<tr>
<td>Estimated value of</td>
<td></td>
<td></td>
</tr>
<tr>
<td>volunteer hours</td>
<td>$2,789,973</td>
<td>$2,830,750</td>
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</tbody>
</table>

Program Impacts

Advanced Training Classes
- Taught by UME faculty, 25 classes were offered in 2015; 339 total attendees

MG Annual Training Conference 2015
- 900+ attendees; 40 speakers; tradeshow; new MG Expo

Maryland’s MG Handbook
- 2,097 handbooks sold in 2014 & 2015
- Handbook is used to train MGs in Maryland, Washington, D.C. and 24 counties in NY, NJ, and PA

Internal partnerships
- CMREC IPM Program
- Bay-Wise Program
- Extension Integrated Pest Management
- Food Supplement Nutrition Education

Ask a Master Gardener Plant Clinics
- 20 county/city programs conduct over 900 plant clinics annually at 65-70 sites, serving 40,000+ residents yearly

MG program-generated funds
- Help support 4 positions

New Initiatives

- Increase work with low-income, non-white, and young residents
- Online basic and advanced training
- State-wide pollinators/natural enemies program
- Increase gifts for program support
- Reprint MG handbook and plan for change to digital format
- Utilization of a new online registration platform

Project Highlight

3 MG county programs collaborated on a pollinators citizen science project in 2015 with UMD Department of Entomology

extension.umd.edu/mg
GROW IT EAT IT PROGRAM

Popular Master Gardener program since 2009
Supported by the Home & Garden Information Center

Program Data

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td># of classes</td>
<td>112</td>
<td>115</td>
</tr>
<tr>
<td># of attendees</td>
<td>2,800</td>
<td>2,875</td>
</tr>
<tr>
<td>lbs. of produce donated</td>
<td>12,170</td>
<td>17,620</td>
</tr>
<tr>
<td>Youth/school gardens assisted</td>
<td>46</td>
<td>54</td>
</tr>
<tr>
<td>Community gardens assisted</td>
<td>38</td>
<td>43</td>
</tr>
<tr>
<td># volunteer hours</td>
<td>10,629</td>
<td>12,450</td>
</tr>
<tr>
<td>Value of volunteer hours</td>
<td>$280,711</td>
<td>$329,869</td>
</tr>
</tbody>
</table>

UME Master Gardeners in Montgomery County

- Donated 1,720 lbs. of produce to the MANNA food bank
- Supplied bucket gardens so 244 MANNA clients could grow their own food

New Initiatives

- In 2014-2015, 42 people shared stories and tips for growing the most produce in 100 square feet
- 2014 Year of the Cucurbits!
- 2015 Year of Beans & Peas!

Highlights

- Our blog's pageviews totaled 142,198 in 2015
- MG "Neighborhood Farm" at MD State Fair
- UME faculty & MGs started 5 new community gardens
- Calvert County MGs taught 144 youth who donated 800 lbs. of produce

extension.umd.edu/groweat
2014-2015 ANNUAL REPORT

FACULTY

Jon Traunfeld
- Center Director
- Extension Specialist, Fruits and Vegetables
- State Master Gardener Coordinator

Dave Clement, Ph.D.
- Extension Specialist, Plant Pathology
- 20% HGIC; 80% commercial

Mary Kay Malinoski
- Extension Specialist, Entomology
- 20% HGIC; 80% commercial

Sara Tangren, Ph.D.
- Agent Associate, Master Gardener Trainer, Sustainable Horticulture and Native Plants

STAFF

Ria Malloy
- Business Manager
- Horticulturist
- Marketing and Social Media Lead

Alicia Bembenek, Ph.D.
- Master Gardener Advanced Training Coordinator

Debra Ricigliano
- Extension Program Assistant
- Lead Horticulturist
- Web Content
- 70% position

Dan Adler
- Web and Communications Coordinator
- 50% position

James Leith
- Extension Program Assistant
- Hourly

CERTIFIED PROFESSIONAL HORTICULTURISTS

Responsible for answering web-based questions submitted through Ask an Expert
- All are hourly positions

Marian Hengemihle
Christine McComas
Ellen Nibali
Robert Orazi
Lewis Shell
Virginia Williams

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Report prepared by Ria Malloy
March 2016