

2020 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

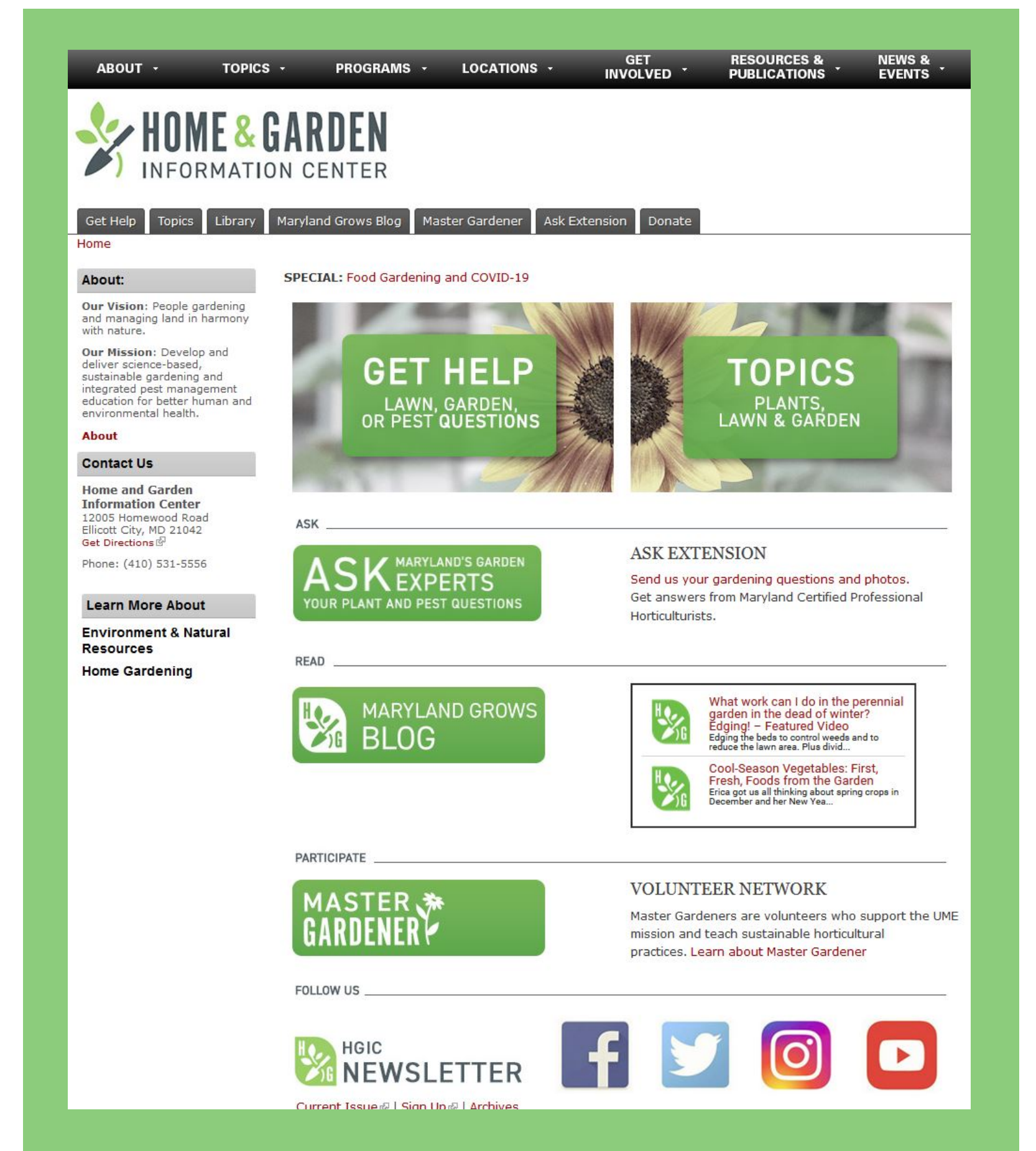
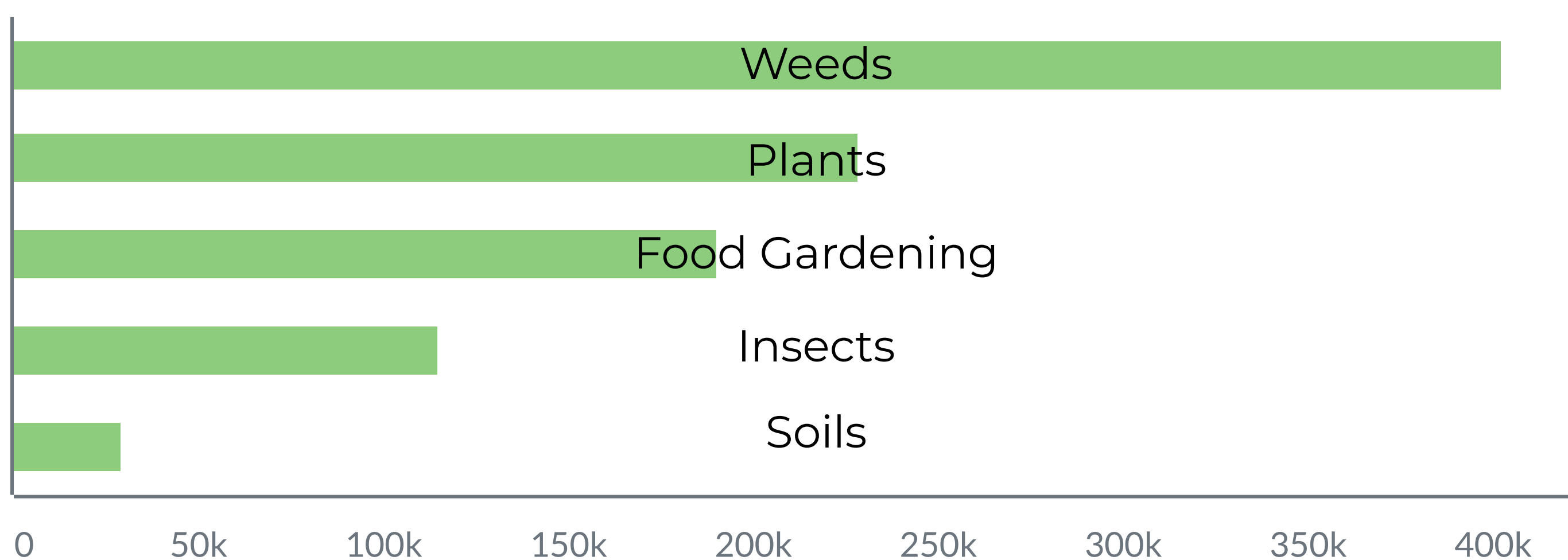
extension.umd.edu/mg

According to Garden Media Group research, there were 16 million new U.S. gardeners during COVID-19, many of whom are under 35. More than half of American adults are spending two additional hours a day outside during quarantine than before the outbreak began.

Website

2.67M total pageviews
70% more than in 2019

Top 5 Visited Topics



MARYLAND GROWS
BLOG
marylandgrows.umd.edu

304k
pageviews
in 2020

96%
more pageviews
than in 2019!

790
subscribers

101
new posts



Maryland Grows blog was named State Winner in the 2020 Communication Awards (website category) by the National Association of County Agricultural Agents.



HGIC
NEWSLETTER

8,722
subscribers

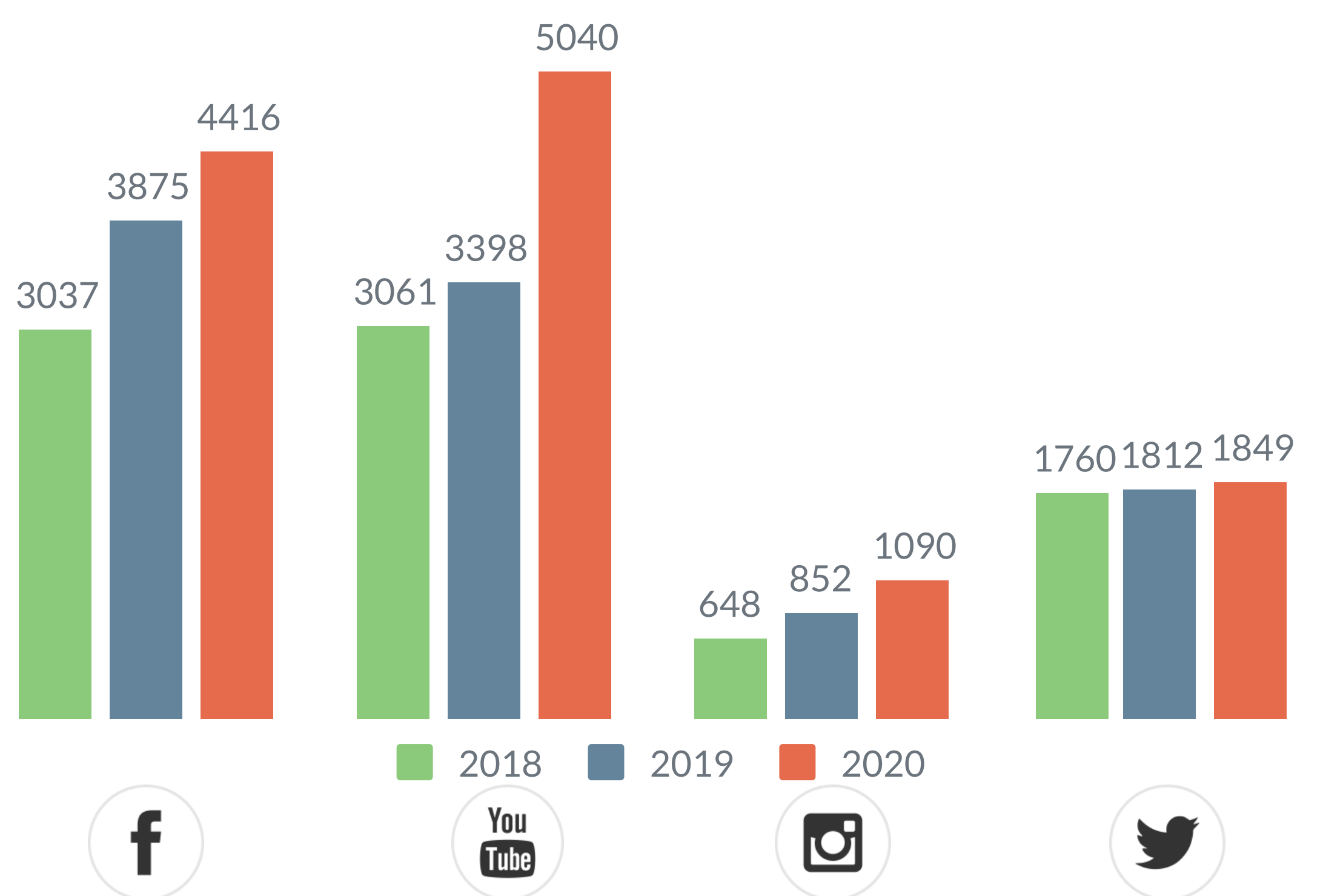
33,940
deliveries

14,881
opens



State Winner in the Team Newsletter category in the 2020 Communication Awards by the National Association of County Agricultural Agents.

Social Media Followers



Ask Extension Online Service

Your questions are answered by
Certified Professional Horticulturists



10,169

questions answered in
2020

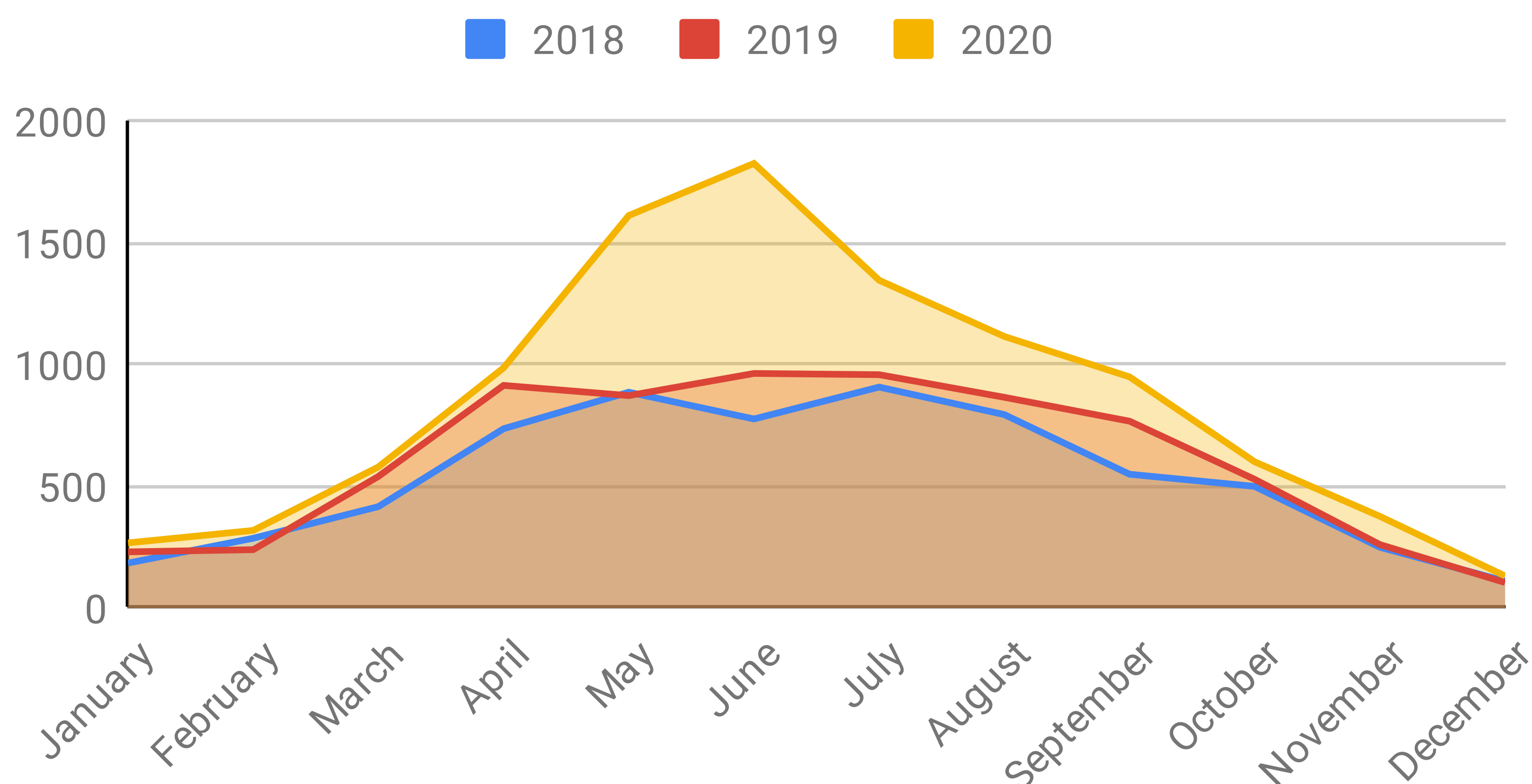
42%

more than in 2019

58%

more than in 2018

Questions Answered by HGIC Ask Extension



Accomplishments:

- Served as a liaison between the public and Maryland Department of Agriculture on matters of invasive species, agriculture security, and environmental protection: Spotted Lanternfly, regulated plant pathogens, unsolicited seed packages from Asia, lawn fertilizer, and pesticide regulations.
- Connected clients to county-level resources on stormwater management, tree planting, oak decline, lawn pesticide regulations, and more.
- Implemented new Ask Extension software with enhanced capabilities to field client questions.

A sampling of comments from Ask Extension clients:

“This is a wonderful service. I use it frequently and have learned a lot about the wild things growing in my environment.”

“I really appreciated the straight forward answer in language I could understand from a knowledgeable source.”

“It's a great way to send images so that the experts can actually see what I'm describing.”

“I'm a novice gardener, so I have a ton of pretty basic questions, but they're confusing and important to me. The experts respond respectfully with great information and great resources for more extensive answers.”

“This is the perfect site for homeowners like myself that are not sure of issues in the common yard. I tell everyone about this site and how good it is.”



Top left: Cecil County Master Gardeners posing in front of the Unity Garden

Top right: Frederick County Master Gardener, Pat Strawder, receiving her virtual Bay-Wise Certification

Bottom left: Native asters by Talbot County Master Gardeners

Bottom Right: A gardening demo with students in Baltimore City

2,578

Master Gardener
volunteers

24,572

Virtual Continuing
Education Hours

8,320

People educated

72

Virtual Plant Clinics

State Continuing Education

1,500 MGs attended in 2020

162 MGs attended in 2019

853% more attendees than in 2019!

Statewide Training

Ask A MG Plant Clinic

730 attended in 2020

Grow It Eat It

213 attended in 2020

In response to COVID-19, the State Office facilitated an online Statewide Master Gardener Basic Training course.

130
Trainees

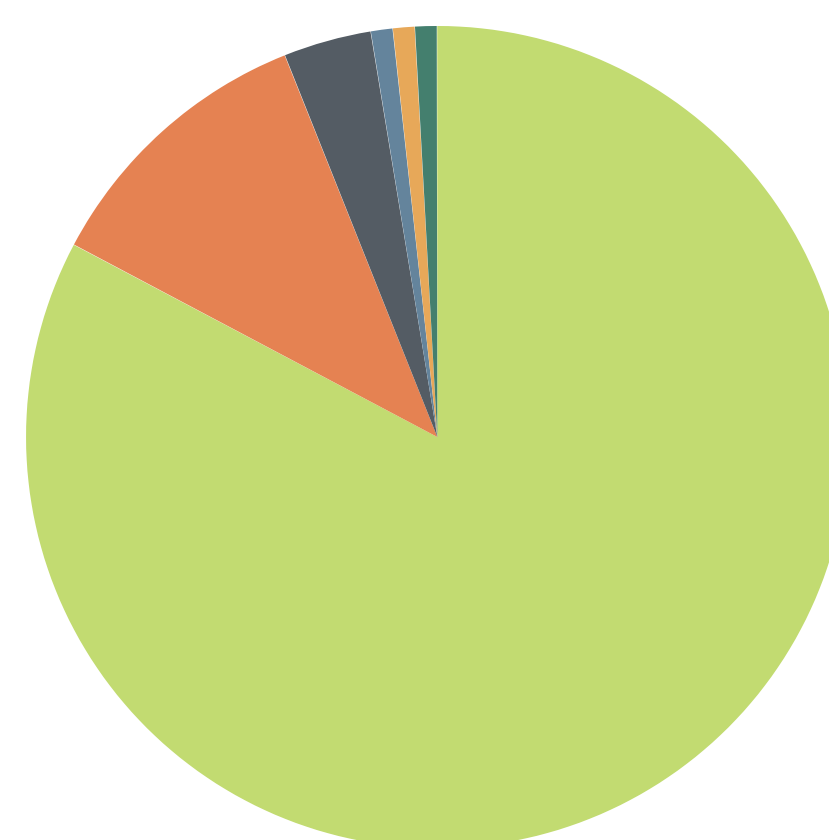


18 Counties



77%

23%

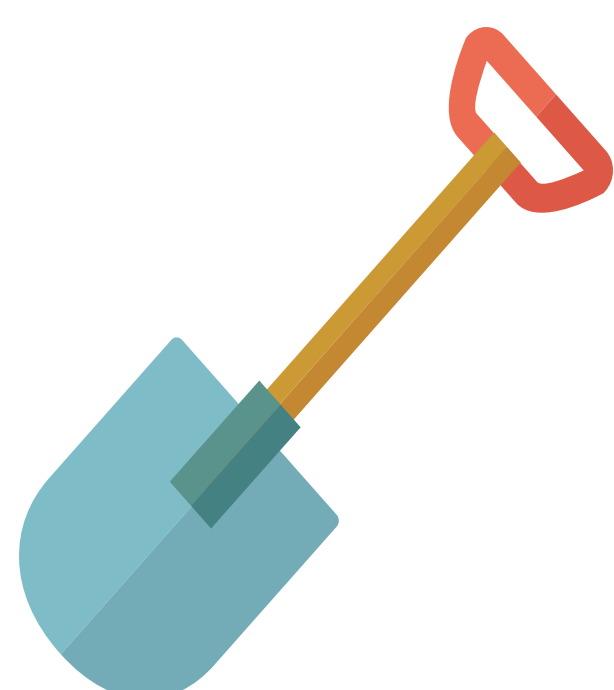


White (82.76%)
Black or African-American (11.21%)
Two or more races (3.45%)
American Indian or Alaskan Native (0.86%)
Asian (0.86%)
Other (0.86%)

Trainees reported a higher comfort level in teaching others about ALL Best Management Practices surveyed including:



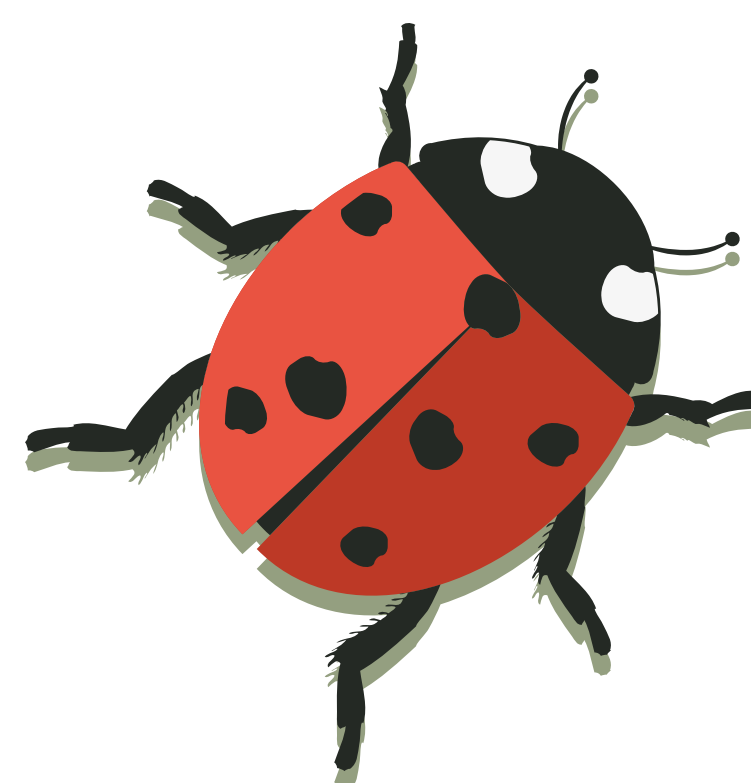
Dispose of dead, diseased, & damaged plant parts



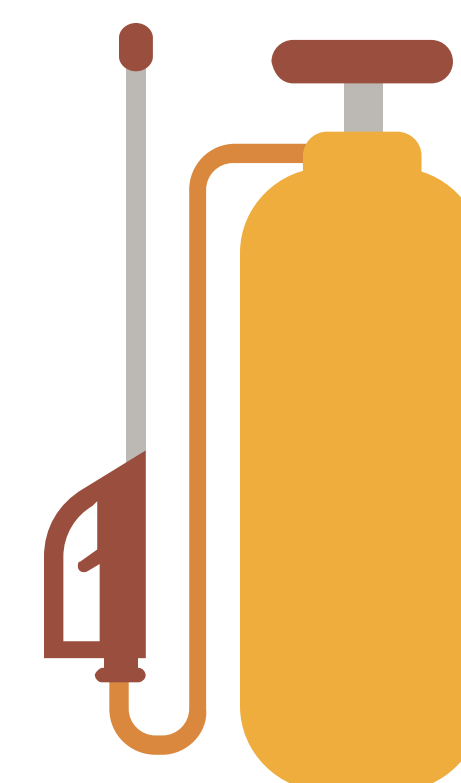
Test soil to see if it needs amendments



Incorporate a variety of plants that provide habitat & food for beneficial insects



Identify insects on plants and leave the beneficial insects



Select the least toxic product when a pesticide is required

MASTER GARDENER Local Programs

Local Master Gardener programs offered 334 virtual programs in 2020! Check out offerings by just some of our county & city programs this year.



Allegany

Gordon Roberts House
Historical Garden



Anne Arundel

Online Gardening
Workshops



Baltimore City

Virtual Charm City
Farm & Garden Tour



Baltimore

Live Virtual "Ask
an Agent"



Calvert

Tip of the Week
Facebook Series



Carroll

Heirloom Tomato
Festival



Cecil

Spotted Lanternfly
Challenge



Charles

Edible Gardening at
Home Series



Dorchester

Increased Social
Media Engagement



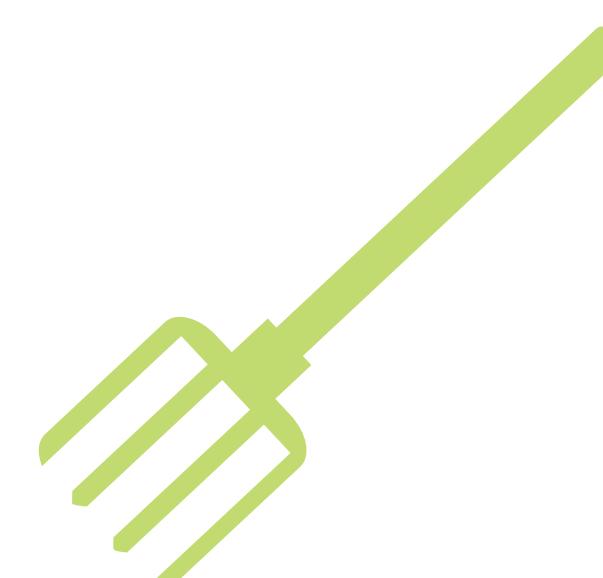
Frederick

Virtual Bay-Wise
Certification

65+

Garrett

Senior Center
Collaboration



Montgomery

In The Garden
Facebook series



Prince George's

Virtual Ask A MG
Plant Clinic



Queen Anne's

Seed Starting & Spring
Gardening Webinar



St. Mary's

Nature
Scavenger Hunt



Washington

Presentations for
Virtual Earth Day

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HOME & GARDEN
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SEND YOUR GARDENING QUESTIONS

Answers to your gardening questions are only a click away!

Our Certified Professional Horticulturists are ready to help.



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BLOG



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NEWSLETTER



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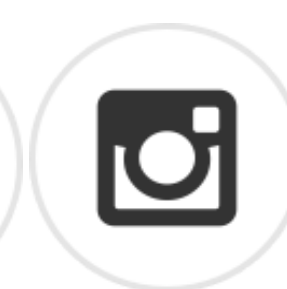
**MASTER
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LOCAL
PROGRAMS

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

MASTER GARDENER
HANDBOOK

Order the Maryland Master Gardener Handbook.



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