

# 2021 ANNUAL REPORT

UNIVERSITY OF  
MARYLAND  
EXTENSION



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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.



[go.umd.edu/hgic](https://go.umd.edu/hgic)



[go.umd.edu/mg](https://go.umd.edu/mg)



## Website

The Home and Garden Information Center (HGIC) develops and delivers science-based, sustainable gardening and integrated pest management education for better human and environmental health.

**2.6M** total pageviews

**59%** of UME's total web traffic!

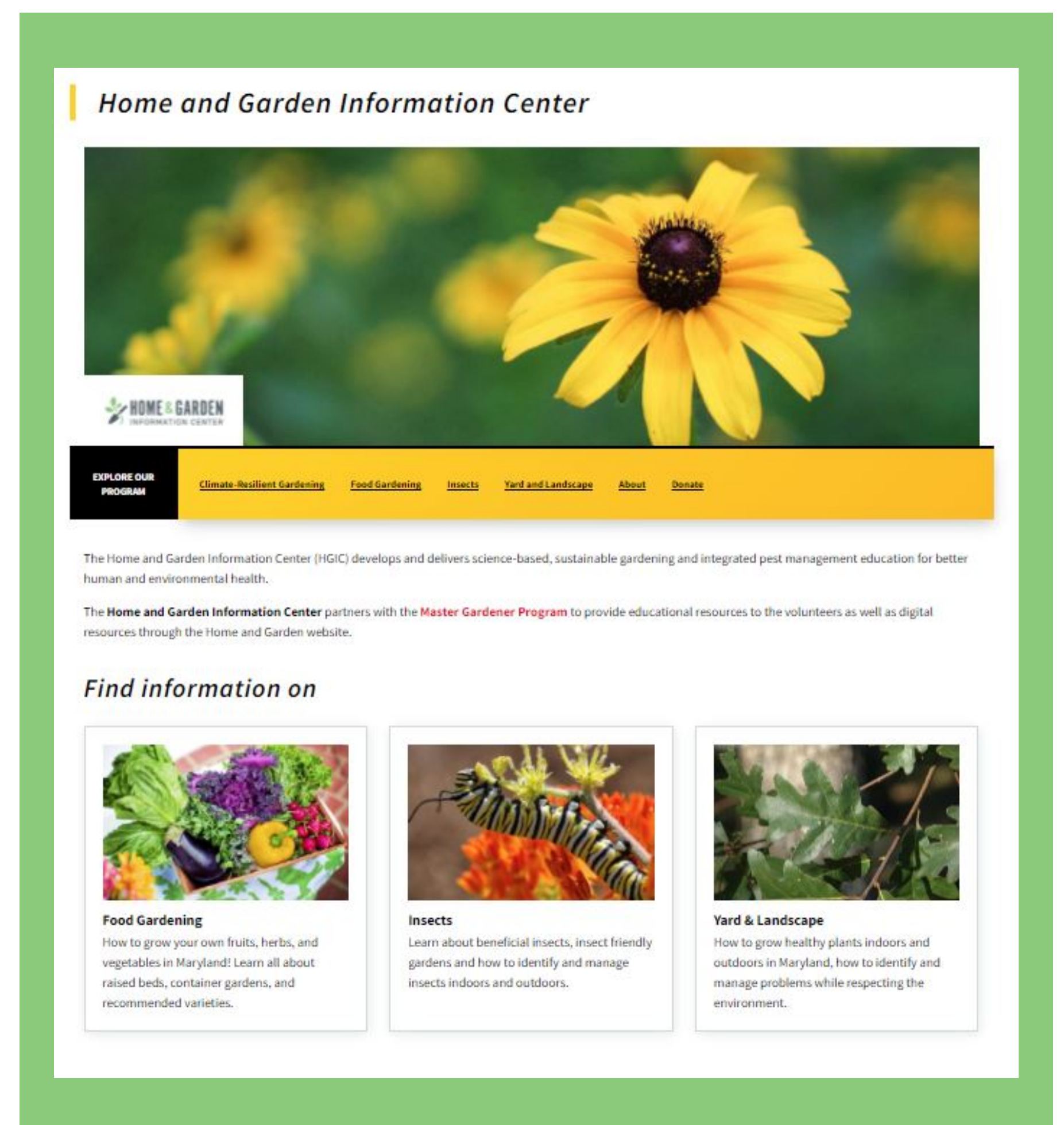
### A brand new website & new content in 2021

#### Periodical Cicadas

Our cicada page was the **top** resource on the UME website with over 100k views!

#### Prioritizing Climate Change & Sustainability

New content helps our audience garden with the changing environment in mind.



## Social Media

**75,912**

Facebook reach in 2021

**51%**

higher than in 2020

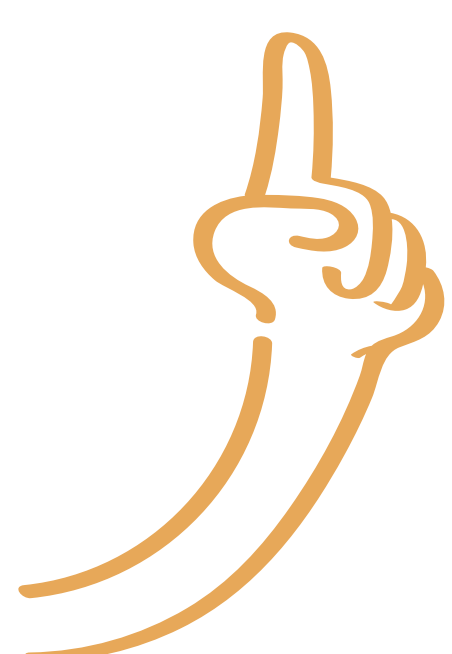
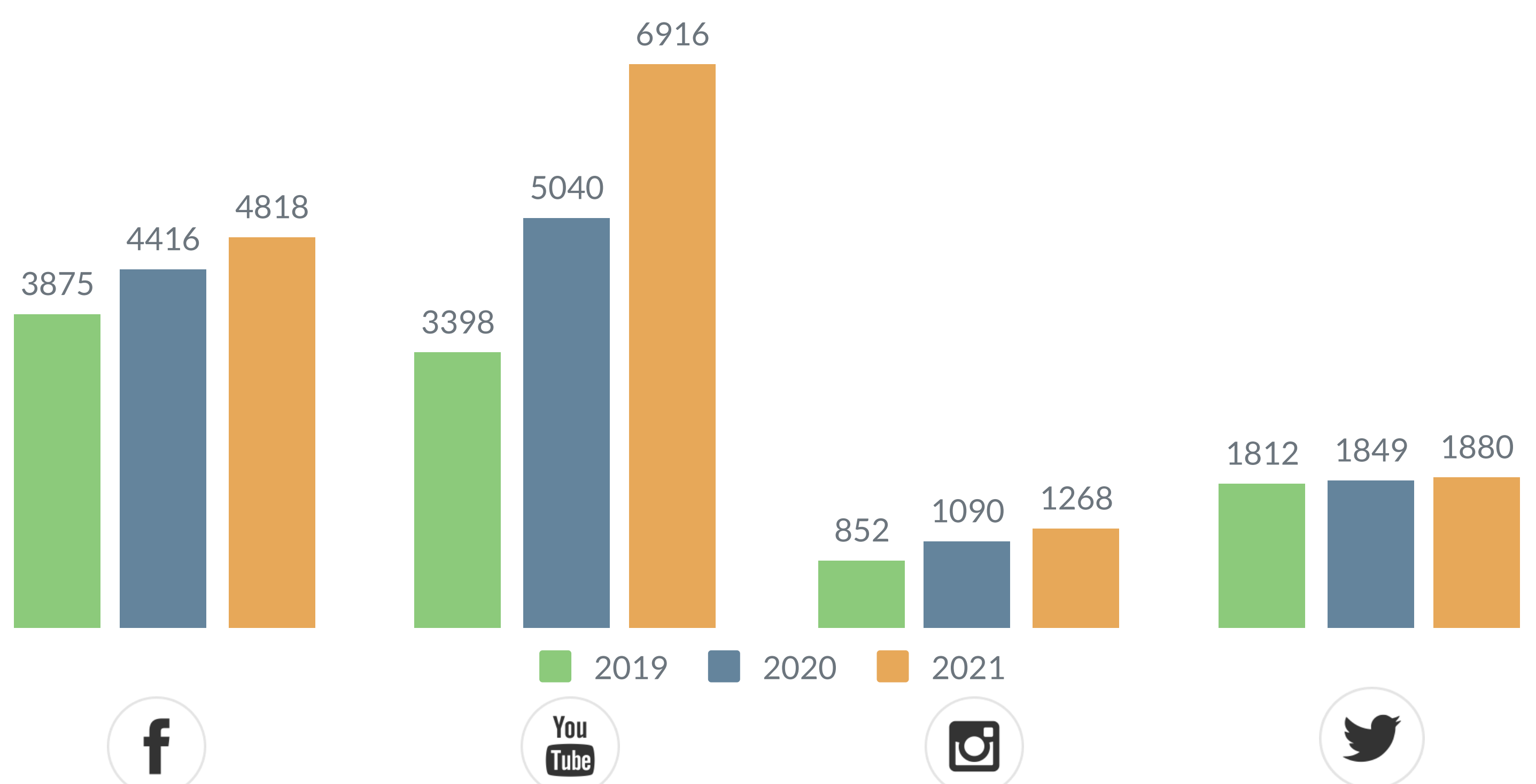
HGIC has social media pages on Facebook, YouTube, Instagram, and Twitter. Follow us for the latest Maryland gardening info!

Facebook followers increased by **9%** in 2021

YouTube subscribers increased by **18%** in 2021

Instagram followers increased by **16%** in 2021

#### Social Media Followers



"Reach" is the number of people who saw content from or about our pages and people who interacted with our page.





marylandgrows.umd.edu

Get timely tips about food gardening, soil improvement, trouble-shooting plant problems, and supporting pollinators in your landscape.

233k

visitors

318k

pageviews

4.5%

increase in  
pageviews

946

followers

81

new articles

## Top Topics in 2021

- ① shrubs, trees & lawn care
- ② invasive plants
- ③ pollinators
- ④ planting tips & recommendations



SEND YOUR GARDENING QUESTIONS

6,615

questions  
answered in 2021

## Ask Extension Online Service

Get answers from our team of Maryland Certified Professional Horticulturists, Extension Faculty, and Master Gardeners.

### Praise from Ask Extension clients

"I want to thank you for very helpful responses to a number of my questions over the summer. I now trust your advice above all others." - Montgomery County resident

"Wow, thank you for the quick reply! What a wonderful service." - Anonymous

## Samples of photos and questions submitted to our AE team



Why is this flower deformed?



What kind of bee or hornet is this?



What's wrong with my potted basil?



Subscribe to our quarterly newsletter for helpful and timely gardening tips.

9,607

subscribers

35k

deliveries

15k

opens

25%

higher open  
rate than industry average





Top left: Harford County Master Gardeners posing at the Green Thumb Salad Greens Growing Competition

Top right: Pollinator friendly garden display by Frederick County Master Gardener, Jann Rabin

Bottom left: Bearded Iris by Queen Anne's County Master Gardener Coordinator, Rachel Rhodes

Bottom Right: Charles County Master Gardeners at the Melwood Pollinator Garden waving to the camera

2,584

Master Gardener  
Volunteers

2,980

Pounds of  
Produce Donated

61,294

Volunteer Hours

23,777

Continuing  
Education Hours

\$1.75 Million

Value of Volunteer  
Time to Maryland

17,879

People Educated



## State Continuing Education

The State Office hosted **15** continuing education events

**1,117** MGs attended

## Statewide Trainings

Ask A MG Plant Clinic

**346** MGs attended

Grow It Eat It

**208** MGs attended

The State Office and local Master Gardener programs collaborated to host Spring and Fall 2021 hybrid in-person/virtual Master Gardener Basic Trainings.

**186**  
Trainees

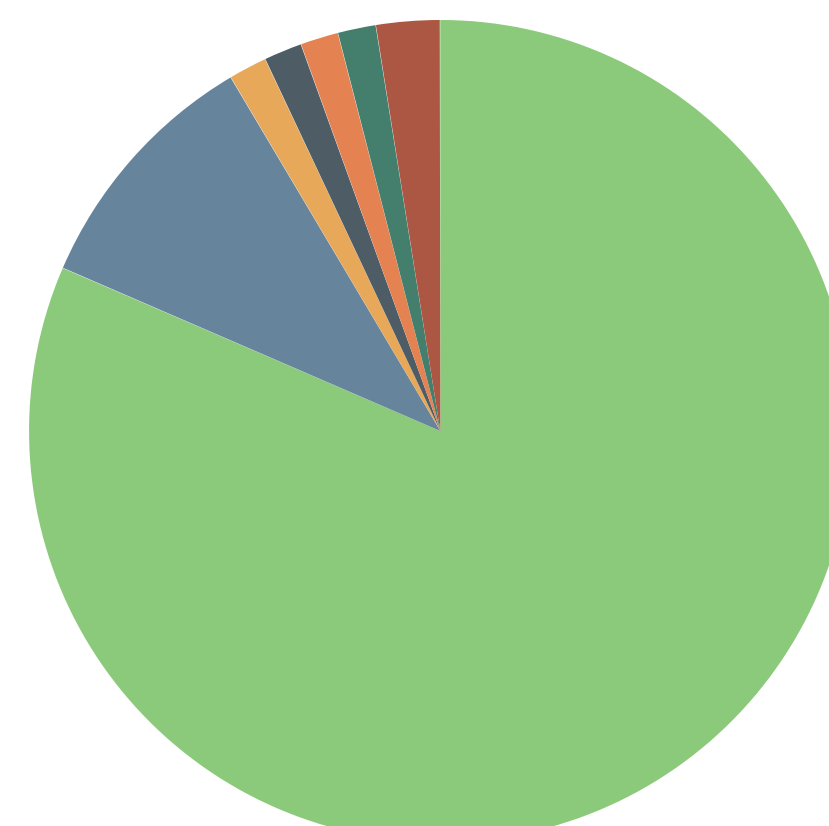


15 Counties



83%

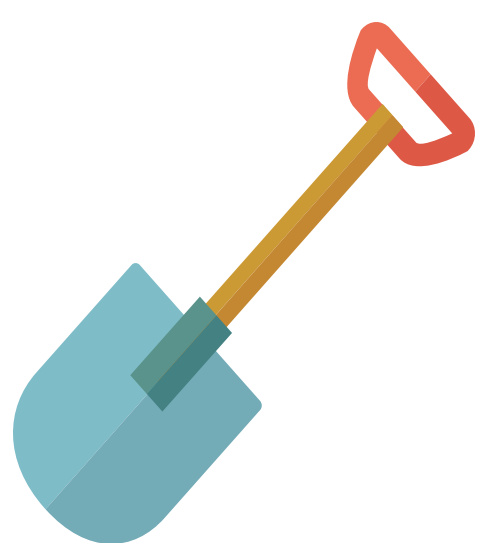
17%



- White (81.5%)
- Black or African-American (10%)
- Two or more races (1.5%)
- American Indian or Alaskan Native (1.5%)
- Asian (1.5%)
- Other (1.5%)
- Prefer to not respond (2.5%)

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

**74%** of trainees reported that they would **NOT** have been able to participate if Basic Training was held entirely in-person!



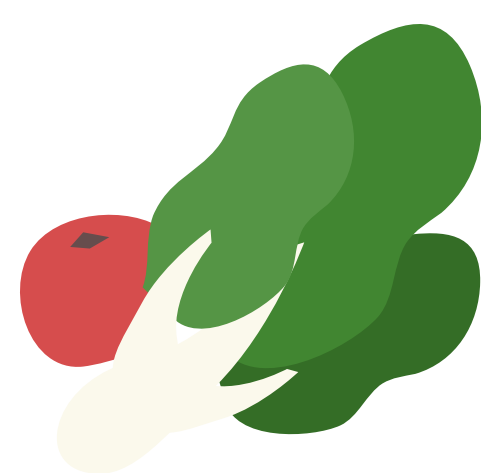
Test soil to see if it needs amendments



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



Identify insects on plants and leave the beneficial insects



Growing your own vegetables

## Praise from 2021 MG Interns

"I would not have been able to otherwise! I am young and still work, so this was my one chance to become a Master Gardener and I am so thankful to not wait until retirement!"  
-Master Gardener Intern, Spring 2021

"I learned so much! This is a wonderful and important program, the State MG program coordinators were very competent, and I very much appreciate the emphasis on Bay-Wise, nature-friendly, soil regenerative approaches!"  
-Master Gardener Intern, Fall 2021



# MASTER GARDENER Local Programs

Local Master Gardener Programs offered 989 classes and 324 Ask a Master Gardener Plant Clinics in collaboration with food banks, nature centers, schools, libraries, garden clubs, non-profits, hospitals, nursing homes, and community gardens! Check out successes and stories from a few of our 21 local programs this year.

## Talbot County

Designed native plant & vegetable seed starting programs & videos to promote the MG Program

## St. Mary's County

Provided Ask a Master Gardener Plant Clinics & library presentations

## Anne Arundel County

Distributed 7,000 seed packets with seed swap project & launched 'Mulch Matters' brochures in English & Spanish

## Frederick County

Established a YouTube Channel, offered virtual Bay-Wise certifications, & other virtual programming

## Prince George's County

Produced school programs for at-home veggie gardening & virtual & in-person Ask a MG Plant Clinics

## Montgomery County

Held "In the Garden" Q&A programs from the demo garden & presented 74 community programs

## Baltimore County

Organized continuing education events & attracted 1,500 visitors to the demo garden

## Charles County

Offered take-home kits, grow bags, how-to videos, & e-activity books at NatureFest

## Washington County

Restored 6 teaching gardens & distributed plant parts "Make-It-Take-It Kits" at community events

## Cecil County

Showcased Bay-Wise garden tours to promote different approaches to conservation landscaping



# CONNECT WITH US

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Answers to your gardening questions are only a click away! Our Certified Professional Horticulturists, Extension Faculty, and Master Gardeners are ready to help.



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

MASTER GARDENER  
HANDBOOK

Order the Maryland Master Gardener Handbook.



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12005 Homewood Road | Ellicott City, MD 21042 | 410-531-5556

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