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  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

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

75,912 Facebook reach in 2021
51% higher than in 2020

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

Social Media Followers

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<th>Platform</th>
<th>2019</th>
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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

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
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%

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

- 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

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

Praise from 2021 MG Interns

"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

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