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Program Highlights
Community and Commercial Horticulture, Ag Issues

Commercial Ag Production and Marketing -Vegetables, ornamental horticulture-(floriculture, nursery, turfgrass and greenhouse) production and horticultural business management – Program Effort 50%

Nursery & Greenhouse Growers' School- This was the 14th year that I worked with the Hudson Valley Regional Horticulture program to organize a full day educational program for local growers and landscapers. Organizing a program like this can be a challenge, topics need to be timely and relevant, speakers are not always available, and affordable and adequate facilities are few and far between. All these things need to come together.

Our featured topics this year were: **Marketing Opportunities in a Challenging Market** and **Managing Crops to Save on Heat**. One of the ways that we seek to improve programs is by asking participants to fill out evaluations. Evaluations help us design programs to meet clientele needs, they also help us measure and show impact to funders.

I thought it would be interesting to share some evaluation questions and responses from the January 14th Hudson Valley Nursery Greenhouse School. Ninety five producers/business people attended (not including extension staff and speakers) and fifty two responded to the evaluation.

Attendees were asked:

What is your primary business?

14 Wholesale Greenhouse, 21 Retail Greenhouse, 8 Nursery, 11 Garden Center, 2 New/potential Grower, 9 Educator, 8 Landscaper, 2 Supplier Other: 1 Other, 1 Horticulturalist, 2 Public Garden, 1 Town Official, 1 Farmer, 1 Odd jobs in Greenhouses, 1 Distributor, 1 Farmers Market

Did you attend last year's Hudson Valley Nursery and Greenhouse School? 26 Yes 26 No

Last year, these were some of the changes participants planned to incorporate into their businesses. Did you make changes in any of these practices based (at least in part) on what you learned at Nursery and Greenhouse School last year?

- 12 Improved or changed disease management practices
- 9 Improved pest control using rotation or new product
- 10 Implemented or changed nutrition and pH monitoring
- 11 Implemented or improved pest scouting practices
- 11 Explored or implemented the use of alternative energy sources to heat greenhouses

Regarding the presentation on Managing crops to save on heat, do you plan on using any of the strategies outlined in the talk? 37 Yes 9 No

If so, what do you intend to do differently?

Tell Customers about Website, Thermal Barrier, Propagation Tent, (6) Insulate, New Coverup, (2) Temperature Control, Bigger Ply Trays, (4) Circulation, (3) Curtain, (5) Lights, (3) DIF, Warmer Day Time Temps, (5) Lancer Plugs, Farm Energy Audit

Reason you attended this program? 28 Convenient location, 18 Cost, 29 Pesticide Credits, 31 Topics

What other topics in horticulture would entice you to come to other programs?

I would suggest fewer speakers, 9-3 is a better time frame, Wetland and Water Management in Landscapes, New varieties of bedding & HB plants, Keep up with the same, In-depth program on marketing & advertising, Change in climate & economics for greenhouses, Figuring cost of production.

Other comments: (4) Good choice of topics, Timely with bad economy, Lovely, Do something for amateur gardeners, I come every year, (4) Keep up the good work, Would like to learn more about spider mites, Excellent speakers, Do we have closer trials that would have more similar problems to ours?, Enjoyed learning about large scale growing problems.