

# National Initiative for Consumer Horticulture

The National Initiative for Consumer Horticulture (NICH) creates a unified voice to promote the benefits and value of horticulture. NICH brings together academia, government, industry and nonprofits to cultivate the growth and development of a healthy world through landscapes, gardens and plants – indoors and out.

This movement nurtures a passion and appreciation for plants and increases the demand for gardening, from horticultural grants at universities to attendance at public gardens to foot traffic in garden centers.



## What's in it for me?

**More consumers create** more demand, more sales, more engagement, more funding, more relevancy and longevity.

**Greater collaboration leads** to more efficiency, power and impact with decision makers.

**Comprehensive research expands and documents** the social, economic and environmental benefits of consumer horticulture.

**Increased awareness promotes** the vital role gardening plays in a healthy lifestyle, healthy community and healthy world.

## What are the financial impacts of NICH?

By developing a cohesive voice, we will position consumer horticulture to be more successful in leveraging public funding to use to grow the entire industry – from conducting comprehensive research to implementing prioritized objectives. Be assured, this is not a marketing promotional order.

## Who is involved?

The current group of industry leaders includes researchers, extension agents, master gardeners, non-profits, growers, retailers and industry providers.

## How can I help?

- **Join** our unified effort to make this happen
- **Offer** your expert advice
- **Spread** the message
- **Get Involved** with a committee that suits your time and talent
- **Recommend** someone who should be involved

## Executive Committee

- **Chair:** Casey Sclar, Ph.D., Executive Director, American Public Gardens Association
- **Co-Chairs:** Dr. Ellen Bauske, University of Georgia Center for Urban Agriculture; and Tom Underwood, Executive Director, American Horticultural Society
- **Secretary / Treasurer:** Dr. Gail Langellotto, Associate Professor, Oregon State University Urban and Community Horticulture Extension, Statewide Master Gardener Coordinator
- **USDA Liaison:** Tom Bewick, National Program Leader, USDA

Please visit our website for more information: [ConsumerHort.org](http://ConsumerHort.org)

# National Initiative for Consumer Horticulture

## Committee Chairs

- **Community:** Pam Bennett, Associate Professor, State Master Gardener Volunteer Program Coordinator, Ohio State University
- **Economic:** Debbie Hamrick, Director of Specialty Crops, North Carolina Farm Bureau Federation
- **Environmental:** Julie Weisenhorn, Associate Extension Professor, Department of Horticultural Sciences, University of Minnesota
- **Marketing:** Susan McCoy, President, Garden Media Group

## Council Chairs

- **Academic/Government:** Margaret Pooler, Research Leader, USDA/ARS U.S. National Arboretum; and Rick Durham, Extension Professor and Master Gardener Coordinator, University of Kentucky
- **Commercial:** Clint Albin, President, Clint Albin Consulting
- **Non-Profits:** Shannon Spurlock, Director of Public Affairs and Policy, Denver Urban Gardens; and Tom Underwood, Executive Director, American Horticulture Society

**Join us today and help grow consumer horticulture.**