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
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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.

Please visit our website for more information: ConsumerHort.org