



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 demonstrates 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 industry-wide 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 listserv to stay informed
- **Offer** your perspective or advice to a NICH council
- **Spread** the message of NICH to consumer horticulture collaborators and friends
- **Get Involved** with a committee that suits your time and talent
- **Recommend** someone who should be involved

Inaugural 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:** Dr. Gail Langellotto, Associate Professor, Oregon State University Urban and Community Horticulture Extension, Statewide Master Gardener Coordinator
- **Marketing:** Susan McCoy, President, Garden Media Group
- **USDA Liaison:** Tom Bewick, National Program Leader, USDA

Please visit our website for more information: ConsumerHort.org.



Inaugural Committee and Council Chairs

- **Academic/Government Council:** Rick Durham, Extension Professor, University of Kentucky
- **Industry Council:** Clint Albin, President, Clint Albin Consulting
- **Community Committee:** Pam Bennett, Associate Professor, State Master Gardener Volunteer Program Director, Ohio State University
- **Economic Committee:** Debbie Hamrick, Director of Specialty Crops, North Carolina Farm Bureau Federation
- **Environmental Committee:** Julie Weisenhorn, Associate Extension Professor, Department of Horticultural Sciences, University of Minnesota
- **Non-Profit Council:** 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.
We are actively seeking the next generation of NICH leaders and influencers. Let us
know how you would like to be involved.**

Name: _____ Email: _____

- Please add me to the NICH listserv
- I am interested in providing input/advice to a NICH council
- I am interested in learning more about serving on a NICH committee
- Please contact me about speaking to our group about NICH
- I would like to suggest someone who should know about NICH

- Their Name: _____

- Their Organization: _____

- Their Email (if known): _____

- I would like to offer my assistance in another way (please describe): _____

- Is there anything else you would like to share with us? Please let us know.

PLEASE LEAVE THIS SLIP AT THE DROPBOX, ON THE NICH REGISTRATION TABLE

Please visit our website for more information: ConsumerHort.org.