**Mission:** Growing a healthy world through plants, gardens, and landscapes.

**Vision:** Use stakeholder partnerships to increase the percentage of U.S. households participating in Consumer Horticulture to 90% by 2025.

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, nonprofits, 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

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