



**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, 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*

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