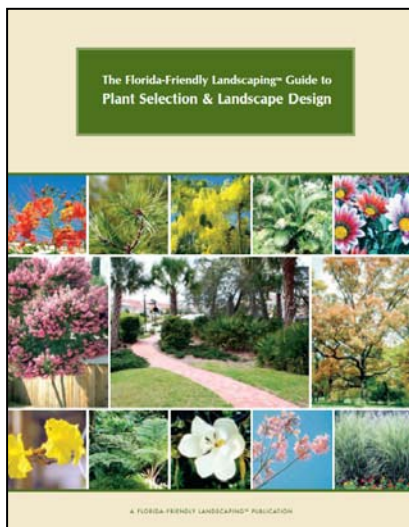


EXTENSION

Comings & Goings

FROM THE OFFICE OF THE DEAN FOR EXTENSION

Florida-Friendly Landscaping™ Design Guide
Receives National Award



Residential lawns consume approximately one-third of the overall water used by homeowners. By starting with the first principle—right plant, right place—millions of Florida residents can save water and reduce nutrients in waterways that contribute to nonpoint source pollution.

The principles of sustainable landscaping, plants, and landscape designs are featured in *The Florida-Friendly Landscaping™ Guide to Plant Selection & Landscape Design*,

which has just received the National Association of County Agricultural Agents national award in the Bound Book category.

Dr. Esen Momol, program director for Florida-Friendly Landscaping™, accepted the award at the NACAA Annual Meeting and Professional Improvement Conference held in Kansas City, KS, August 7-11, 2011.

“We were getting positive feedback from agents and the public, and the book has been in high demand,” Momol said.

The guide begins with an overview of the nine FFL principles and includes design scenarios, a step-by-step approach to the conversion

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Table of Contents

Florida-Friendly Landscaping™ Design Guide Receives Award	1
Professional Development Mini-Grant Experience	2
Managing Mole Crickets	2
Marion County Master Gardener Spring Festival	3
Florida Yards & Neighborhoods in Seminole County	3
Developing a Farmers Market in Melbourne	4
4-H Forest Alive Eco Camp	4
New Faculty, Resignations, and Retirements	5

process, an overview of ecological considerations, a landscape planning worksheet, common gardening mistakes, and the plant list. The plant list consists of 500 species that are well adapted to Florida growing conditions, with a color photo and detailed summary for each plant.

“This publication is a great resource for Florida gardeners who want to make a difference with their landscapes. All of the plants included will thrive in our conditions if they are planted in the right place,” said Brian Niemann, book contributor and FFL statewide builder and developer coordinator.

The book, which contains science-based information from UF/IFAS faculty advisors and FDEP professionals, required a dedicated and sustained effort by program members. The FDEP Nonpoint Source Management section’s Dr. Mike Thomas (technical advisor) and environmental scientist Mike Scheinkman (grant manager) provided technical expertise and review.

“It is exciting that the FFL Design Guide was selected as the National Winner for the bound book category of the National Association of County Agriculture Agents. A large team of people worked very hard to make this book a reality,” said Tom Wichman, the Florida Master Gardener Coordinator and one of the main sources of plant information and photos in the document.

Recognized in the state statutes in 2009, Florida-Friendly Landscaping™ promotes protecting waterways through educating homeowners, property managers, builders and developers, and green industry professionals about sustainable landscape practices. Funding from USEPA Section (319h) Nonpoint Source Management grants through FDEP and affiliation with UF-IFAS enable the program to communicate the results of science-based research through outreach to various public audiences.

For more information on Florida-Friendly Landscapes, visit <http://fyn.ifas.ufl.edu/>.

Professional Development Mini-Grant Experience: Sherri Kraeft

With the funds that I received from the Dean for Extension, I traveled to the National Association of 4-H Extension Agents’ meeting in Phoenix, AZ in October of 2010. As a result of being able to participate in this professional development growth opportunity, I accomplished the following:

1. Networked with agents from 11 states; I am currently sharing ideas with four of them on my natural resource programming and partnership development.
2. Attended the Southern Region Breakfast and supported our Florida representative for the Directorship; had the opportunity to discuss and learn the responsibilities of this office.
3. Attended every workshop and poster session and was able to enhance my grant-writing,

Managing Mole Crickets

Florida cattle producers have identified the mole cricket insect as the most destructive and challenging pasture pest. While there are no approved chemical solutions for pasture and



hayfield applications, UF scientists have developed two biological management approaches. Beginning in the spring of 2010, a group of agents and specialists conducted a statewide educational blitz including 10 field demonstrations, exhibits at both local and state functions, and more than fifty individual farm visits. The result of this educational effort has

been an increased awareness of pasture losses resulting from mole crickets and an increased adoption of recommended IPM practices. Last year 18 ranchers applied pasture IPM practices for the management of mole crickets to approximately 800 acres of pastures and hayfields in six NE Florida counties.

Pasture losses due to mole cricket infestations can easily exceed 50% of a rancher's pasture or hayfield inventory. The value of these grassland resources can vary from year to year, but it could be conservatively valued at \$300 per acre. This practice change therefore represents a \$120,000 economic improvement to the livestock industry in this region.

Contact: Sharon Treen, (streen@ufl.edu), Flagler County Extension Director and FCS Agent

Marion County Master Gardener Spring Festival

Commercial nurseries have been negatively impacted by the decrease in new housing and by the lack of re-modeling of existing houses. Marion County Extension's Master Gardener Spring Festival, in its 16th year in 2011, offers nurseries an opportunity to sell directly to homeowners during this event, which occurs annually the second weekend in March. Extension serves as the main conveyor of the event, with sponsorship from Marion County Government, The Ocala Star Banner newspaper, Party Time Rentals, Green South Equipment, and The Southwest Florida Water Management District. Extension hosts educational workshops and seminars for Festival attendees, and visitors can shop at 105 commercial booths and visit 35 educational booths. In 2011, 9,360 visitors attended. Participants shopped extensively and vendors on average experienced sales of \$1,200 per booth (total estimated sales = \$126,000). Moreover, 25% of vendors experienced residual business during the next 6 months, with an estimated value of \$20,800. Average return of vendors from year to year is approximately 80%,

indicating a significant level of satisfaction with the show. Several nurseries have indicated the show has represented significant income for their business during these lean times.

Contact: David Holmes, (dholmes@ufl.edu), Marion County Extension Director and Agriculture Agent

Florida Yards & Neighborhoods in Seminole County

Through Florida Yards and Neighborhoods education, the county currently receives a 3% credit on total phosphorus removal. The FDEP has determined that the FYN program reduces the amount of phosphorus that reaches our water bodies (by the public not applying so much fertilizer on their yards).

The county is required by federal and state mandate to reduce by approximately 11,000 lbs the amount of phosphorus per year that reaches Lake Jesup. Because FYN is in place, our county gets a 3% credit for removal, which equals 330 pounds per year. The average cost to remove 1 lb of phosphorus from a water body is between \$300 and \$2,000. (Average cost is \$1,200 dollars per lb for removal). Values saved in dollars per lb of phosphorus removal is \$396,000. The county (Public Works and Environmental Services) is paying \$24,000 per year for this program. The program currently saves the county an estimated \$372,000 dollars per year!

Contact: Barbara Hughes, (bahughes@ufl.edu), Seminole County Extension Director and FCS Agent

Developing a Farmers Market in Melbourne

Development of Melbourne's Farmers Market involved creating an initial board of directors that met during a 6 month period to set guidelines,

develop a marketing plan, and secure vendors. In addition, partnerships had to be developed with Brevard County Parks and Recreation to use their facilities. This office developed the web site for the new market. A local graphic designer donated her time to develop a logo. Farm Bureau donated funds to develop a tote bag to be used by market buyers. After 6 months of planning, more than 25 vendors participated in a new farmers market. Our office developed an email system to notify clients of upcoming market events. Information and Communications Services (ICS) created a video highlighting the market that was used by area television stations. The program interviewed this agent and our horticulture agent as well as some local vendors. Currently more than 700 people have signed up for this email service. This agent and our horticulture agent have served as certifiers for vendors. Vendors have to produce or grow 50% of the product they sell. Master Gardeners are available during the markets to answer horticulture questions. The market opened in January, 2010. Since January, it is estimated that the farmers markets generated an additional \$360,000 for local producers. Producers pay for booth space, and funds generated are used to enhance Extension activities and marketing as well as pay for a market manager. Approximately \$15000 annually are used for these purposes.

Contact: James Fletcher, (jhfr@ufl.edu), Brevard County Extension Director and Agriculture Agent

4-H Forest Alive Eco Camp

On July 19 and 20, nearly 30 youth from Holmes and Washington Counties gathered at Ponce de Leon Springs State Park for an educational day camp titled "Forest Alive Eco Camp." Under a canopy of old oaks and pines, 4-H Agents Natalie Bomann and Julie Dillard opened the camp by introducing the volunteers and agencies who came together to teach the day camp: Mike Mathis (Senior Forester, Florida Forest Services), Daniel Young (Senior Forester, Florida Forest Services),

Aaron Miller (Ponce De Leon Springs State Park Ranger), Joe Vanderwerff (State Lands Forester), and Scott Sweeney (Falling Waters State Park Service Specialist). The first day began with Park Ranger Miller giving youth the history of the park, starting with the landowners who owned the property before selling it to the state in the 1970s, and ending with an explanation of how springs are formed. Youth then rotated between two different stations. Station 1, conducted by Scott Sweeney, taught youth about different types of snakes in Florida and which ones might be found living in the State Park. Station 2, led by Mike Mathis, took youth on a nature walk focusing on the identification of trees, recognizing poison ivy, and seeing how natural erosion of the river bed can change the path of the river or creek forming a new bed; youth could smell the aroma of honey as they watched wild honeybees living in a hollow tree busily working. Day 1 ended with a picnic under the pavilions. Washington County 4-H Agent Julie Dillard opened Day 2 of the camp by reading the classic story of Smokey the Bear. This story was a perfect preface into the day's lessons, which began with how rangers fight wildfires and described all the necessary equipment used. Firefighting employees with the Florida Forest Service who aided in the presentation of the firefighting equipment were: Donnie Sellers (Forest Area Supervisor), Brian Goddin (Mitigation Specialist), Kelly Snaidman (Senior Ranger), Shae Shiver (Senior Ranger), Don Showalter (Ranger), and Zac Yates (Ranger). They did an excellent job teaching and explaining the equipment to the 4-H youth; after a question/answer period, the youth were able to try some of the equipment. All took turns on the fire engine, sounding the alarms, and using the fire shelter. Next, youth were again divided into two groups for station rotations. Station 1 took the 4-H'ers to an area of Ponce De Leon Springs State Park where they were able to see results of previously conducted prescribed burns. Youth learned the difference between a wildfire and a prescribed burn and the benefits prescribed burning has on the forest. Station 2 taught basic use of compass navigation and tree measurements. The day ended

with youth enjoying a picnic in the park and a dip in the creek.

For more information on 4-H programs, contact Natalie Bomann, Holmes County 4-H Agent, 850-547-1108, nbomann@ufl.edu, or Julie Dillard, Washington County 4-H Agent, 850-638-6180, juliepd@ufl.edu, (TDD, 1-800-955-8771).

New Faculty

Please welcome the following new faculty:

Lindsay Adams (lmadams@ufl.edu), 4-H/Youth Dev EA I, Indian River, 9/6/2011

Nicole Gonzalez (nicoledgonzalez@ufl.edu), Env Hort/FFL/MG, EA I, Hillsborough, 9/30/2011

Please also welcome Brenda Marty-Jimenez (bjimenez@ufl.edu) into her new position as County Extension Director in Broward County (9/16/11) and Jacque Breman (civilday@ufl.edu) into his new position as Ag/Commercial Horticulture EA IV in Columbia County (09/21/11). We'd also like to welcome Dan Cantliffe (djcant@ufl.edu) as County Extension Director in St. Johns County (9/20/11).
