

2013 Annual Report

Louisiana Master Gardener™ Extension Volunteer Program



IMPORTANCE

Louisiana has an estimated 481,000 home vegetable gardens with a projected annual production of more than \$240 million. There are also countless home landscapes requiring maintenance and development that relates to an ever increasing need by consumers for horticulture information, training and timely access to the LSU AgCenter. The Louisiana Master Gardener (LMG) Program provides a network of volunteer support that strengthens and expands the capacity of the LSU AgCenter's Cooperative Extension Service to effectively meet the educational needs of home gardeners in Louisiana. The program follows traditional Master Gardener format patterned after that of most states where volunteers complete the standardized LMG training course and return 40 hours of volunteer service the first year and 20 hours each year thereafter as gardening educators. The Louisiana Master Gardener program is administered and coordinated by LSU AgCenter Extension faculty who provide training and support to Master Gardener volunteer education and service projects that meet local parish needs.

LMG Graduates & Registered Volunteers per LMG Program/2013

LMG Program	Graduates/2013	# Registered Volunteers/2013
Acadia	0	12
Ascension	9	50
Assn. of Natchitoches	0	67
Atchafalaya	10	19
Beauregard	14	25
Cenla	12	32
EBR	22	173
Feliciana	0	58
Lafayette	31	258
LaTerre	16	114
Livingston	0	12
North Central	0	21
North East	26	91
North West	29	228
MGGNO	34	205
Piney Hills	13	129
River Region	0	48
Southwest	6	94
St. Tammany	31	206
Tangipahoa	9	102
Tri-Parish	0	77
Washington	2	41
Winn	13	15
Totals/2013	277	2077

DYNAMICS

Now in its 19th year, there are 23 Louisiana Master Gardener volunteer training programs encompassing 53 of 64 parishes and representing 96% of Louisiana's population centers. This LSU AgCenter signature program interacts with Habitat for Humanity, garden clubs and foundations, parish beautification programs, local farmers markets, school and community gardening programs, food banks, community and faith based organizations, local master gardener associations, and Master Gardener programs in other states. In 2013, LMG volunteers conducted a variety of educational gardening activities and programs to the public that involved: working with school and 4-H youth, nursing home residents, and home gardeners; answering telephone gardening questions and electronic communications; conducting plant health care clinics, gardening information booths, demonstrations, community and school gardening programs, public presentations, gardening seminars, workshops, pest identification and recommendations, garden shows, plant sales, municipal and community landscape projects; media efforts involving newsletters, publications, cable TV and television broadcasts; partnerships with civic organizations and municipal entities; educational gardening tours; plant trials and evaluation; urban tree protection and preservation; planning, organizing and conducting conference events; and performing on-site consultations.

Volunteer Hours per Activity/2013

Activity	Total Hours
4-H & JMG Programs	1334.97
Advanced LMG Programs	338.75
Answer E-mail	156.25
Answer Telephone Calls	2148.20
Civic & Community Events	6428.25
Civic & Community Landscaping	4056.75
Community Vegetable Gardens	1951.75
Continuing Education	446.80
Demonstration Gardens & Field Days	4933.55
Farmers Markets	765.50
Garden Shows	3547.25
Garden Tours	3074.35
Greenhouse	5256.35
Group Presentations/Speaker's Bureau	1193.75
Habitat for Humanity	167.00
Home Visits	546.75
Horticultural Therapy	180.00
LMG Association Programs	3463.50
LMG Class—Instruction & Organization	1365.55
LMG Newsletters	993.85
LMG Office Client Consultations	94.00
LMG Parish Program	9051.98
Mass Media	1203.75
Phone Bank (calling volunteers without email)	75.00
Plant Health Care Clinics	243.50
Plant Sales	13802.05
Plant-A-Row & Food Bank	16.00
School Gardens K-12	1749.25
School Programs K-12	872.25
State LMG Conference	3269.69
Website Maintenance	276.95
Total Volunteer Hours Reported/2013	73003.54

IMPACT

The increased need for consumer horticulture information and enhanced accessibility to the LSU AgCenter has proven that highly trained LMG volunteers presenting researched based information are recognized in their community as an important and critical resource for gardening education. In 2013, the Louisiana Master Gardener Program trained 277 new volunteers that increased the active number of LMG volunteers statewide to more than 2,000. These volunteers donated 73,035 hours of their time to Extension horticulture education. Through the efforts of these volunteers, 5,751,819 residents in Louisiana were provided research-based, consumer horticulture information and training. This volunteer service, equivalent to 43 full-time employees, increased the human capacity of Extension by 21.01% in 2013.

Volunteer Contribution/2013

Data Collected/2013	Contribution
LMGs Trained in 2013	277
LMGs Returning from Previous Years	1,871
Active LMGs (Reporting)	2,077
Volunteer Retention	75%
Volunteer Hours	73,035
Average Individual LMG Hours	35
FTE Value @ 1925	37.94
Value of Volunteer Hours @ \$21/hr	\$1,533,736.00
Total Volunteer Contacts	5,751,819
Average LMG Contacts	2,769
CEU Hours for 2013	17,377
Average Individual CEU 6 hrs per LMG required	8.37
LMG Mileage for 2013	489,392
Value of LMG Mileage @ \$.51	\$249,590
Unreimbursed LMG Volunteer Expenses	\$72,124
Total LMG Volunteer Value for 2013	\$1,855,450

LMG Program Impact/5 Year Average

Year	Active Volunteers	Public Contacts	Service Hours	Impact \$
2009	1,497	1,713,549	57,304	1,120,717
2010	1,736	1,649,687	55,841	1,309,861
2011	1,919	1,645,946	57,665	1,423,548
2012	2,103	5,021,110	70,228	1,845,449
2013	2,077	5,751,819	73,035	1,855,450
5 Year Average	1,866	3,156,422	62,814	1,511,005

