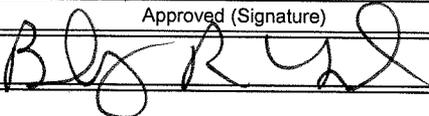


SPESS

U.S. Department of Agriculture Accomplishments Report AD-421 U.S. Dept. of Agriculture, State Agricultural Experiment Stations and Other Institutions			Date (Month, Day, Year) 03/20/2012
1. Accession 0224203	Agency Identification No. 2. NIFA 3. LA.B	5. Work Unit/Project No. LAB94073	6. Status Annual Report
7. Title Sustainable Practices, Economic Contributions, Consumer Behavior, and Labor Management in the U.S. Environmental Horticulture Industry			
12. Investigator Name(s) (Last Name and Initials) Kuehny, J. K.; Hinson, R. A.			
20. Termination Date 09/30/2015		40. Period Covered (mo/da/year): 01/01/2011 TO 12/31/2011	
Outputs: Research and Extension scientists in Gulf Coast states were surveyed for their interest for collaborating in further development and distribution of the MarketMarker program. A series of economic outlook articles were published in Louisiana Turf Association Newsletter and presented at the LTA annual conference. A poinsettia open house was held and a consumer survey was conducted with cultivars from Paul Ecke Ranch, Syngenta, Dummen USA, and Selecta.			
Outcomes/Impacts: Growers were provided with additional information that will improve programs to meet the goals of maintaining crop yields, reduce use of spinosad, and input costs. National MarketMaker faculty indicated other avenues for funding expansion in horticulture. Articles will assist industry professionals in understanding the path of economic recovery and implications for the challenging business environment. Growers and retailers were provided with results from the poinsettia consumer survey. The results suggested that they should consider producing more high quality, nontraditional poinsettia cultivars to increase sales.			
Publications: Hinson, R., R. Little, K. Hood, A. Owings, R. Harkess and J. Black. 2011. Estimating the cost of producing selected ornamental crops in plant hardiness zones 8 and 9. Journal of the American Society of Farm Managers and Rural Appraisers, p. 3-023. Chen, Y., R. Story, R. Hinson, and A. Owings. 2011. Effects of plant age and cultivar on western flower thrips damage threshold for Impatiens wallerana. Southern Nursery Association Ann. Conference Proceedings, Mobile AL, Jan 2011. Owings, A. and R. Hinson. 2011. Nursery Crops. 2011. Outlook for Louisiana Agriculture. Louisiana State University AgCenter, Department of Agricultural Economics and Agribusiness. Hinson, R. 2011. Economic Outlook: The Economy looks a little Better. Louisiana Turf Association Newsletter, 48, March 2011.			
Participants: J. Kuehny (PI), Y. Chen, R. A. Hinson, R. Story, and A. Owings, LSU AgCenter; P. E. Ranch, Dummen USA; Selecta and Syngenta Corporation.			
Target Audiences: The ornamental industry, growers and retailers, and general public were served by the project.			
Project Modifications: Nothing significant to report during this reporting period.			
Approved (Signature) 		Title	Date