

HELP GROW THE INDUSTRY



NICH

NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE

CONSUMERHORT.ORG

What is NICH?

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What Is NICH?

NICH is a consortium of industry leaders working to:

- **Create a unified voice**
- **Promote the benefits** of plants, gardens and landscapes
- **Increase the value** of our \$196 billion industry that creates 2 million jobs.

NICH
NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE

GREENHOUSE
GROWER
GROW in Action
BUILDING FLORICULTURE'S FUTURE

Invest In The Industry
Sharpen Business Management
Demand Quality
Cultivate New Customers
Drive Consumer Success

**2.3
Billion**

the money generated
in tourism dollars
by American
Public Gardens.

Source:
National Initiative for
Consumer Horticulture



Here's a few noteworthy
facts to share with your
customers about how
plants make a difference
in their lives.

- 1 Reduce sick time in the workplace (14%)
- 2 Repaving costs saved by shaded roadways (60%)
- 3 Annual heating and cooling costs saved in a typical home by a 25-foot tree (8-12%)
- 4 Return on investment for landscape upgrades (109%)
- 5 Jobs created by horticulture (2 million)

How Much Does Horticulture Contribute to the Economy? How Does \$200B Sound?

Now that spring has sprung, it's a great time for you to remind all of your customers how horticulture positively affects people's lives wherever they live, work, shop, and play. A new infographic from the National Initiative for Consumer Horticulture (NICH)

at ConsumerHort.org called "#PlantsDoThat: Horticulture: The Art, Science, & Business of Plants," makes it even easier to reach out to your customers. The infographic, developed by the NICH Economic Committee, uses data gathered by Dr. Charlie Hall, the Ellison Endowed Chair in International

Floriculture at Texas A&M University, to illustrate how consumer horticulture contributes \$196 billion to the U.S. economy and the impact it has on people. Since its release, #PlantsDoThat has created a stir on social media and continues to build momentum, with several shares across all platforms.



Infographic courtesy of National Initiative for Consumer Horticulture



A few of NICH supporters



Vision of NICH

**NICH's vision is
to increase participation
in gardening,
both indoors and out,
from 70% to 90%
by 2025**



How Will We Do This?

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Our Strategies Are . . .

1. **Listen to the industry** to prioritize strategies and develop tactics to increase demand for consumer horticulture on a local, state and national level
2. **Define research needs** for plants, products, services, and consumer horticultural studies
3. **Create a business plan** to develop strategies, tactics and priorities to stimulate consumer horticulture in the U.S.
4. **Build our strength in numbers** to demonstrate we have nation-wide industry support
5. **Seek federal support** for consumer horticulture from the Specialty Crop Research Initiative supported by the USDA Farm Bill



Working Together

- **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.

***More Value Means More Business, More Jobs,
More Grants and More People Gardening***

What Can You Do to Help Grow the Industry?

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How Can I Help?

- **Join** our unified effort to make this happen & add to our strength in numbers
- **Offer** your expert advice, feedback and input
- **Spread** the message and tell 10 friends
- **Get Involved** with a committee & have a bigger impact
- **Recommend** someone who should be involved

Sign up @ ConsumerHort.org



Join a NICH Committee or Council

NICH Executive Committee

Chair: Casey Sclar, Ph.D., Executive Director, *American Public Gardens Association*

Co-Chairs: Dr. Ellen Bauske, *University of Georgia* Center for Urban Agriculture; and Tom Underwood, Executive Director, *Birmingham Botanic Gardens*

Secretary / Treasurer: Dr. Gail Langellotto, Associate Professor, *Oregon State University* Urban and Community Horticulture Extension, Statewide Master Gardener Coordinator

MarCom: Susan McCoy, President, *Garden Media Group*

Government Liaison

USDA Liaison: Tom Bewick, National Program Leader, *USDA*

NICH Committees & Councils

Community Committee: Pam Bennett, Associate Professor, State Master Gardener Volunteer Program Director, *Ohio State University*

Economic Committee : Debbie Hamrick, Director of Specialty Crops, *North Carolina Farm Bureau Federation*

Environmental Committee Council: Julie Weisenhorn, Associate Extension Professor, Department of Horticultural Sciences, *University of Minnesota*

Academic/Government Council: Margaret Pooler, Research Leader, *USDA/ARS U.S. National Arboretum*

Commercial Council: Clint Albin, President, *Clint Albin Consulting*

Non-Profits Council: Shannon Spurlock, Director of Public Affairs and Policy, *Denver Urban Gardens*

Give us your feedback
& join the army growing
our horticulture industry.

ConsumerHort.org

Connect
with NICH
today


NATIONAL INITIATIVE FOR CONSUMER HORTICULTURE