



Western Massachusetts
Master Gardener Association, Inc.
66 Rural Lane
East Longmeadow, MA 01028

Application for Green-Blue Grants Program

1. Contact Information:

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2. Project Title: IPM and Water Quality Training for Home Gardeners

Objective: Train home gardeners in the basics of IPM and Water Quality by preparing a training session and presenting it at the 3 Spring Symposia sponsored by the WMMGA in March and April 2008 in Hampden, Franklin, and Berkshire Counties, Massachusetts. Also use a condensed version of this training as a presentation for garden clubs in Western Massachusetts through the WMMGA Speakers Bureau.

Rationale: The WMMGA is an independent, non-profit organization whose mission is to educate home gardeners in good, sustainable, gardening practices. Its members are trained in horticulture and IPM. Among other activities, the WMMGA annually runs 3 one-day Spring Symposia for home gardeners in Western Massachusetts. At each of these symposia, gardeners can attend up to three separate 90 minute training sessions. Developing a session specifically focused on IPM and Water Quality and including it in each of the symposium programs with a single, well qualified trainer, is an efficient way to reach a large number of home gardeners. Once the training is developed, it can be published on CD-ROM and also be shared with garden clubs and other organizations who request programs through the WMMGA Speakers Bureau. The issues identified by the Blue-Green summit are of high significance in Western Massachusetts due to intense development pressure in the region and the proximity of residential development to wetlands, streams and rivers. The WMMGA is already working with the Massachusetts Riverways Program and local Conservation Commissions in the Connecticut River watershed and has created a demonstration stream-side garden that minimizes environmental impacts while still presenting an aesthetically pleasing garden.

3. Fit with Blue-Green Summit Ideas:

The proposed training session directly addresses the ideas listed under “Areas of Greatest Need”, “Potential Messages Related to Turf Management”, and “Teaching Consumers to Connect Their Behavior to Water Quality” by providing information on IPM and its relationship to water quality directly to homeowners who manage their own grounds and

gardens and who hire lawn and landscape care professionals. By also providing the training to garden clubs, we will be reaching out to individuals who are influential in their communities and can bring pressure on local governments to utilize IPM principles in planning and maintaining municipal landscaping in parks, schools, and public spaces.

4. Evaluation Plan: The WMMGA will keep track of the number of individuals trained and will follow up each training session with a survey to evaluate the potential impact of the training on gardening practices of the attendees.

5. Budget:

Handout materials for the training sessions	
250 copies of 5 pages, stapled	\$ 125.00
Mileage expenses for the trainer	
300 miles (3 x 100 miles round trip) @ \$0.14/mi	\$ 42.00
CD-ROM publishing	
10 copies at \$2.00	\$ 20.00
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Total	\$ 187.00

6. In-kind and matching funds:

The WMMGA will provide the development hours, venue and digital projection equipment, advertising, registration, and survey compilation.

George C. Kingston, Vice President, WMMGA

September 6, 2007