

DANE COUNTY EXTENSION HORTICULTURE

Green Industry Programming

THE GREEN INDUSTRY IN WISCONSIN

- ▶ It is a \$1.06 billion dollar industry in Wisconsin
 - ▶ Includes:
 - ▶ \$377 million in Lawn & Garden Services
 - ▶ \$298 million in Lawn & Garden Supplies (outdoor plants, etc.)
 - ▶ \$218 million in Lawn & Garden Equipment
 - ▶ \$28 million in Repair/Rental of Lawn & Garden Equipment
 - ▶ \$137 million in Indoor Plants & Fresh Flowers
 - ▶ This total spending represents the aggregate amount spent by all households in the state annually.

(Source: ESRI and Bureau of Labor Statistics)

GREEN INDUSTRY CHALLENGES

- ▶ **Labor**
 - ▶ **H2A** - The H-2A program allows U.S. employers or U.S. agents who meet specific regulatory requirements to bring foreign nationals to the United States to fill temporary agricultural jobs.
 - ▶ **Future generations' interest in careers**
 - ▶ **Salaries**
- ▶ **Economy**
 - ▶ **2008 Crash**
 - ▶ **Tree Shortages**
 - ▶ **EAB and municipal challenges**
 - ▶ **COVID-19 effects**
 - ▶ **Locally in Dane County**
 - ▶ **Lost/losing 3 major businesses in 2019-2020**
- ▶ **'Plant Blindness'**

GREEN INDUSTRY CONTINUING EDUCATION NEEDS

- ▶ In order to remain competitive, many Green Industry (GI) practitioners are required to maintain certifications and licenses
- ▶ Extension provides current information on ID and management of new insect pests and diseases
 - ▶ Boxwood blight
 - ▶ Lily leaf beetle
 - ▶ Ramorum blight
 - ▶ Viburnum leaf beetle



Rapid wilting and die back of branch tips can be a symptom of ramorum dieback.

DANE COUNTY EXTENSION PROGRAMMING FOR GREEN INDUSTRY PROFESSIONALS

- ▶ Winter Seminar Series
- ▶ Urban Forestry Workshop
- ▶ Programs hosted by the Dane County Tree Board
- ▶ Tree Injection Demos
- ▶ Potential summer event in 2020



WINTER SEMINAR SERIES

- ▶ Winter Seminar Series
 - ▶ January short course, 4 sessions 8:45 a.m.-noon
 - ▶ 8 speakers, UW-specialists and industry experts
 - ▶ Insect pests, diseases, pesticide issues, salt use, new woody plants, organic turf care, invasive species, etc.
 - ▶ Offered simultaneous translation and brochure in Spanish in 2020



Viburnum leaf beetle adults (left) and larvae (right). Photos courtesy of J. K. Matthews, Cornell University (left) and J. K. Matthews, Cornell University (right).

URBAN FORESTRY WORKSHOPS

- ▶ Urban Forestry workshops
 - ▶ Statewide, multiple counties
 - ▶ Autumn
 - ▶ Day-long, features WI Arborist Association and industry partners
 - ▶ Pruning, planting, invasive species and insect/disease issues have been recent topics



DANE COUNTY TREE BOARD PROGRAMS

- ▶ Various workshop or certification programs
- ▶ Partnered with Dane County Parks for some or DATCP
 - ▶ EHAP training
 - ▶ Gypsy moth training
 - ▶ EAB training
 - ▶ Pruning



A gypsy moth larva.

TREE INJECTION DEMOS

- ▶ Partnered with WAA, Rainbow Tree Services and Tree Health Management
 - ▶ Demonstrate different products
 - ▶ Different types of equipment



QUESTIONS?

Lisa Johnson, Horticulture Educator
Dane County Extension
Johnson.lisa@countyofdane.com
608-224-3715