



**Texas Master Gardener Association
2009 PROJECT AWARD**

Association Membership/Size: Medium (Small, Medium, Med.Large or Large)

Number of Members: 55

County: Hood

Address: 1410 W. Pearl

City: Granbury, TX **Zip** 76048

Phone: 817-579-3280 **Agents e-mail:** m-vahlenkamp@tamu.edu

Project Title: Fall Garden Market

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Name(s) of person(s) submitting the nomination e-mail

Marty Vahlenkamp
Name of County Extension Agent or County Program Coordinator

THIS SUBMISSION SHALL NOT EXCEED TWO (2) PAGES TOTAL.

I. DESCRIPTION OF THE PROJECT (10 pts)
In 150 words or less please describe the project.

The Fall Garden Market was a project to create up-to-date horticulture awareness and a farmer's market atmosphere of garden related merchandise. Our emphasis this year was on conservation of our natural resources. The venue consisted of eighteen informational and educational booths. Featured activities included a lecture series, vendors selling arts, crafts and plants, door prize drawings and a book signing. A children's workshop provided garden related projects for them to assemble. Other booths included rain water harvesting, a book signing of "Easy Gardening for North Central Texas" by Steve Huddleston, plants for sale, homemade soaps, fall crafts, nature photography, rustic architecture and woodcarvers. The lecture series featured five noted speakers covering landscaping with Texas natives, entomology, plant diseases and how to treat them, purchasing commercial fertilizers, and grass and water management. The Texas Forest Service, the Texas Master Naturalists and the Lake Granbury Master Gardeners hosted the informational booths.

**Please answer the questions as they relate to the 2009 entry year.
VALUE 10 POINTS EACH**

1. Who is the target audience? The community with emphasis on the youth (our future gardeners).

2. What is/are the objective(s) of the project? To educate, encourage and inform the community on noteworthy and up-to-date horticultural subjects. We feel that it is our responsibility, as Master Gardeners, to continue to inform our community on these subjects.

3. How many Master Gardeners were involved and how many volunteer hours were reported? There were 38 Master Gardeners involved. 214 hours were reported.

4. What was the role of Master Gardeners and Texas AgriLife Extension in the project? Our role was to acquire and organize vendors that were garden related. We organized and planned the Fall Garden Market with the idea of providing something for everyone that attended. We provided the workforce. The extension office provided us with advertising and pamphlets for our information booth. They also printed our vendor letters and flyers and a news release for our local newspaper.

5. How was accuracy of information assured? Our speakers were professors from Tarleton State University and a local golf course grounds superintendent. Experts from the Texas Forestry service and the Texas Master Naturalists manned their own booths.

6. Were any other organizations involved? Explain. Yes. The Rio Brazos Master Naturalist, the Texas Forestry Service, Tarleton State University (Texas A. & M.) and the Dora Lee Langdon Cultural & Educational Center. The agencies provided information booths. Tarleton State University provided speakers, publicity and the venue.

7. How many people were educated? 200 people were educated through our speakers and informational booth.

8. How was the project promoted? It was promoted through flyers, the local newspapers, state-wide publications and Tarleton's regional distribution list, the Granbury Chamber of Commerce and the Granbury Convention Center. Because one of our major focus groups was the youth, we provided day-care centers with flyers of the event to be sent home with the children. We also gave flyers to our local garden clubs and church groups.

9. Describe how the project met the intended objective(s). We had over 300 people attend the Fall Garden Market. Feedback was good from those in attendance at the lectures. We have received questions from many as to when next years Fall Garden Market will be held. Many of our vendors have all ready requested booth space for next year's event.