

The University of California Nursery and Floriculture Alliance: Providing Technical Education for Growers®

Lorence R. Oki

Department of Plant Sciences, University of California, Davis, California 95616, USA
Email: lroki@ucdavis.edu

David W. Fujino

California Center for Urban Horticulture, University of California, Davis, California 95616, USA

The University of California Nursery and Floriculture Alliance (UCNFA) provides outreach programs that serve the educational needs of the California nursery and floriculture industry. Providers of these programs include University of California (UC) faculty and UC Cooperative Extension Advisors and Specialists. Outreach is conducted at events including workshops at grower locations, conferences, and seminars throughout California.

The UCNFA leadership includes Loren Oki and Dave Fujino, who serve as Co-Directors. Additional leadership is provided by the Executive Committee: John Kabashima, Mike Parrella, Ken Tate, and the Co-Directors. Cooperative Extension Advisors, Julie Newman serves as the Chair of Educational Programs, Steve Tjosvold is the Newsletter Editor, and Jim Bethke is Chair of Technology. Linda Dodge is the Program Representative and manages the activities of the program.

Programs presented in 2009 were attended by 268 people and consisted of the following workshops and conferences:

- IPM for Bedding Plants and Container Color: Santa Paula, Vista
- Nursery Cost/Profit Estimator Webinar: Internet
- Light Brown Apple Moth Management Regulation Update: Watsonville
- Nursery Pests Workshop: Parlier
- Vegetated Filter Strips to Manage Runoff: Santa Paula
- ABCs of Fertilizer Management (in Spanish): Watsonville
- California Weed Symposium: Watsonville
- ABCs of Plant Pathology (in Spanish): Fresno

California Programs in 2010 were attended by 429 people and included the following events:

- Conference on Water Quality and Treatment: Vista
- Nursery Risk Management Workshop: Vista
- Nursery Risk Management Webinar: Internet
- Greenhouse Management Workshop: UC Davis and Vista
- ABCs of Insect Management (Spanish and English): Tulare and Watsonville
- ABCs of Fertilizer Management (Spanish and English): Ventura and Watsonville
- CA Nursery and Floriculture Insect & Disease Management Symposium: Watsonville

California Programs in 2011 include:

- Risk Management Workshop for Greenhouse and Nursery Managers: Carpinteria
- ABCs of Fertilizer and Irrigation Management in Spanish: Azusa
- Pest Monitoring in Ornamental Plant Production (in English and Spanish): San Marcos
- Scouting and Spray Evaluation Workshop: Watsonville
- Erosion and Pesticide Runoff Management in Nurseries: Ventura
- California Nursery Conference scheduled on 6 Oct. 2011, Etiwanda: Rancho Cucamonga
- Effective Use of Pesticides in Ornamental Plant Production scheduled on 18 Oct. 2011: San Marcos

Events that are currently scheduled include: The California Nursery Conference on 6 Oct. 2011 at the Etiwanda Gardens in Rancho Cucamonga. This program will provide an overview of current issues related to invasive pests and diseases and water runoff and water quality. A workshop on Pesticide Use and Rotation will be provided in Spanish on 18 Oct. 2011 in San Marcos. The Insect Bio-control Symposium, originally scheduled for 3 Nov. 2011 has been postponed until early 2012.

The program has completed a transition in the past few years. In January 2009, the program was known as the California Ornamentals Research Federation (CORF) and programs focused on the floriculture industry. Program management and leadership were assigned to the Department of Plant Sciences and the College of Agricultural and Environmental Sciences Dean's office. Later that year, the new organizational structure was implemented and programs to the nursery industry were included. In January 2010, the name was changed to the UCNFA.

These changes have led to several accomplishments:

- Issues have been expanded to include nursery as well as floricultural production.
- Workshops have been conducted in the Central Valley.
- Workshops have been provided in Spanish.
- The first programs via the internet (webinars) have been conducted.
- Programs have been provided through multi-state partnerships that have included the University of Arizona, the University of Hawaii, the University of Florida, and Texas A&M University.
- Conference sponsors provided financial support for the Insect and Disease Symposium that took place in Watsonville.
- The California Nursery Conference organization moved to the UCNFA.
- A new website appeared at <<http://groups.ucnfa.org/UCNFA>>.
- A new electronic newsletter appeared at <<http://unanr.org/sites/UNFCAnews/>> and is available in a downloadable "pdf" format.
- The UCNFA appears on Facebook at: <<http://www.facebook.com/pages/University-of-California-Nursery-and-Floriculture-Alliance/172471082771255>>.

For the future, events for 2012 will be identified, scheduled, and provided. Funding support is a concern and the UCNFA has secured a grant totaling \$296,603 from the California Association of Nurseries and Garden Centers (CANGC) to conduct a study of Best Management Practices (BMPs) that target specific diseases and pests. In addition, a proposal has been submitted to the UC Strategic Initiatives Grant Program for the amount of \$575,000 to conduct research and outreach on scouting programs for greenhouses and nurseries. A strategy for the UCNFA program to become self-sufficient through partnerships, grants, program events, and other revenue generating activities will continue.

As the UCNFA provides technical and educational programs to the nursery and floriculture industry, there has been increase in requests for programs by growers. This is a reflection of the high level of service and value that this program has been and is able to provide to the horticulture industry in California.