

Horticulture & Landscape Architecture

<https://ag.purdue.edu/hla/extension>

Extension is...

Making a difference for Indiana communities, families and farms. In Horticulture and Landscape Architecture (HLA), Extension specialists work with crop producers, marketers, landscape and nursery professionals, turfgrass managers, consumers and volunteers. We are a customer driven educational organization that assists Indiana citizens in achieving their goals of profit in agriculture, abundant and wholesome food, beautiful landscapes, a healthy environment and effective stewardship of natural resources.

Outreach Programs

HLA Extension specialists offer a wide range of educational programs including; Indiana Horticultural Congress, Indiana Green Expo, Purdue Turf and Landscape Field Day, Indiana Flower Grower Association meeting, Purdue Plant Info to Go booth at the Indiana State Fair and Indiana Flower and Patio Show, public gardening seminars, garden center training, grower workshops for turf, hops, grapes, berries, vegetables, and high tunnels, marketing workshops, business planning training, web resources and print publications.

Areas of Expertise

- Consumer Horticulture
- Economic Analysis
- Floriculture
- Fruit Crops
- Marketing
- Nursery & Landscape
- Organic Production
- Purdue Master Gardener Program™
- Specialty Crops
- Turfgrass
- Vegetable Crops



HLA Extension Team – Local Faces Helping You

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Impact of our Program

- **Purdue Master Gardeners™** help over 53,000 Hoosiers solve gardening problems in one year! They contribute over \$3.2 million worth of expertise and over 57,000 pounds of produce to Indiana communities each year.
- **Indiana winemakers and grape growers** grew an industry to 30 X the size and 13 X the acreage of 20 years ago thanks to Purdue's Wine Grape Team.
- **Indiana's \$1.8 billion turfgrass industry** keeps our turf healthy and attractive with information from award-winning publications, websites, and education created by the Purdue Turf Program.
- **Landscape managers** do their job more effectively, increase profitability, reduce maintenance inputs, and enhance the environment thanks to resources from Purdue's Nursery and Landscape Program.
- **Fruit and vegetable growers** adopt new practices to deliver top quality produce to customers in Indiana and beyond.
- **New vegetable farmers** expand production, contributing to vibrant farmers markets and local food systems.
- **Indiana residents** get reliable information about caring for their yards and gardens by visiting our website over 1.2 million times each year.
- **Purdue Turf, Nursery and Landscape Programs** host 1,800+ attendees at the Indiana Green Expo, the largest green industry educational event in the state.
- **Marketing of Specialty Crops** provides producers and agribusinesses get support from economic and marketing specialists on new products, production strategies, and market opportunities.

Industry Partners & Stakeholders

We work closely with industry associations listed below and others to identify priority needs and create solutions

- Illiana Watermelon Association
- Indiana Farm Market Association
- Indiana Flower Growers Association
- Indiana Horticultural Society
- Indiana Nursery & Landscape Association
- Indiana Vegetable Growers Association
- Indiana Winery & Vineyard Association
- Midwest Regional Turf Foundation



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