

Agricultural Communications CDE



Morgan Jump– Writer
Tara Frame– Designer
Rylie Mansueti– Media Specialist

Washington State FFA
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Elma FFA Chapter
Elma High School
1235 Monte-Elma Rd
Elma, VA 98541

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Executive Summary

The Elma FFA Agricultural Communications Team has created a media plan to promote the Grays Harbor County Fairground's Groundbreaking Gardening Expo using \$10,000. The Expo will be held on May 22, 2016 in the Grays Harbor County Fair & Event Center Pavilion from 10 a.m. to 3 p.m. created a series of media tactics to help successfully promote the expo.

We have picked three audiences that we believe will be the main groups of people who will be impacted by coming to our Groundbreaking Gardening Expo. Our media plan will communicate to hobby gardeners, food bank members and the general public of Southwest Washington. Hobby gardeners are our most important audience because they enjoy gardening in their free time for fun. The local food banks will be contacted, because we believe it is important to teach innovative ways to garden sustainably and help them feed their families. Each food bank in Southwest Washington will receive 10 free passes to give one to each family they determine will fully utilize information from the Expo. The general public of Southwest Washington will also be reached in hopes to increase the amount of local gardens within the state. The key messages, "A perfect day is a seed away," "Grow a seed to get what you need," and "Plant it for the planet" will be used to reach all of our audiences.

One of the goals set is to double the attendance of last year, making it go from 500 to 1,000. We also hope to double the income by increasing the price at the door and offering five dollars off for people who pre-register online. An increase in the number of booths promoting their innovative gardening ideas will encourage a larger attendance. These objectives assist in reaching by using media tactics such as online and newspaper advertisements, social media, a TV show, radio, flyers and brochures and the fairgrounds electronic reader board. Different incentives including a gardening packet and free subscriptions to *Better Homes and Gardens* magazine will be used to increase registration and returned surveys. These media tactics will be in full affect by March to give enough time for people to learn more about innovative gardening.

Introduction & Overview

The Groundbreaking Gardening Expo is an event for hobby gardeners and community members alike. The focus is to educate the public on the new innovative practices throughout Southwest Washington and promote starting new gardens within our community. Last year the Grays Harbor County Fairgrounds put on their first Gardening Expo on Saturday May 24, 2014. During this expo they had booths from America's Best Flowers, Allen Centennial Gardens, Barryman Lawn & Landscape, and the Madison Rose Society. They also had a representative from Blair's Farm and Fleet as a guest speaker. The outcome for their first year was great, with 500 people in attendance and a profit of \$10,000. The Grays Harbor Fairgrounds contacted us, the Elma FFA Agricultural Communications Team, to research and create a media plan using \$10,000 to increase their overall success. They would like to double their general participation and raise at least \$15,000. With our communications education, we know that we can successfully help the fair board reach these goals and continue to grow their expo for future years.

This year, The Grays Harbor County Fairgrounds plans on having a wider variety of booths; vertical gardens by Sage, soil sensors by Four Seasons, table top gardening by Ideal Home Garden and square foot gardening by The Urban Farming Guys. They have also arranged for Gardening with Ciscoe, Master Gardeners, and Garden Writers Association to give presentations. The Groundbreaking Gardening Expo begins on May 23, 2016 at 10 a.m. and goes until 3 p.m., including a barbeque lunch provided by the fair board. Guests can pre-register for \$20 on the Grays Harbor Fairgrounds website or pay \$25 at the door. The first 150 guests get a gardening package with a t-shirt, bracelet and a packet of seeds, pre-registered guests also get an additional seed package. By using our communications knowledge, we believe we can successfully achieve goals and plans that are set.

Description of Audiences

Target Audience #1 Hobby Gardeners- Hobby gardeners, our first, and we believe, the most important target audience. People who garden as a hobby range in age from 16 to 60. We plan to reach them through flyers at local gardening centers and advertisements on Gardening With Cisco, brochures, TV shows, social media and magazine advertisements. According to *Gardening with Ciscoe*, about 44 percent of the people in Southwest Washington garden; whether it's for food or fun. We determined to focus on the hobby gardeners because they grow plants for personal use. Hobby gardeners grow crops such as vegetables, fruits or flowers. The key message "A perfect day is a seed away" will be used for them because hobby gardeners find calmness, joy or "therapy" in taking care of their produce.

Target Audience #2 Food Bank- There are ten food banks in the region of Southwest Washington serving around 800 people each. These food banks are always in need of support and food. One goal we have for this event is to invite all food bank users to attend and learn how to start their own gardens and become independent from the food bank. We plan to go to each food bank when employees are giving out food and hand out fliers and brochures and offer each food bank 10 free passes for families in need. We also plan to use the key message "Grow a seed to get what you need" to motivate them to attend the Groundbreaking Gardening Expo and learn how to become more independent.

Target Audience #3 General Public- There is a significant population in Southwest Washington of the 421,000 people who are not directly tied to agriculture and gardening. One goal that we have for this event is to allow the Groundbreaking Gardening Expo to help educate these people with innovative agricultural education booths focused on gardening. We hope that by targeting the general community, people will want to get involved in gardening, with the purpose of sustaining our planet. We plan to the key message "Plant it for the Planet," to motivate them to come to the Groundbreaking Gardening Expo and to learn about starting their own gardens.

Strategic Plan-Objectives

We hope to reach all objectives that we set for the Groundbreaking Gardening Expo of 2016.

Last year, there were 500 community members in attendance. This year we aspire to reach out to more people and have at least 1,000 people to attend our garden education expo.

The Grays Harbor County Fairgrounds Pavilion can hold up to 2,000 people so we strive to get as close to that number as possible.

The cost to attend the garden expo last year was \$20 at the door. We plan to have people pre-register for \$20 online and have presale tickets available at certain companies and give each purchase a packet of seeds to promote starting a garden. The pre-sale includes free parking, lunch and quick entrance into the expo. Our hope is to encourage more people to pre-register but we will charge \$25 at the door on the event day due to preparation of number of lunches and maximum occupancy of the pavilion. In 2014, they raised \$5,000 through concessions and entrance. This year, with more advertising but the same price, we plan to have a profit of at least \$15,000.

So far for the 2016 expo we have contacted 20 different companies and garden experts to host a booth on different types of innovative gardening. We have already doubled the number from last year and hope to keep increasing. These businesses and garden experts are key to the success of this gardening expo. We strive to get at least 40 businesses total to host their booths at the Groundbreaking Gardening Expo.

We hope to encourage at least 150 people to start a garden of their own or improve their gardens. We will have a survey to send out to the pre-registered members after the expo. We will request their feedback on how much they learned and if they brought home new ideas to begin or alter their own gardens. This survey will be online and we will email the links to pre-registered guests. For guests who do not have internet access, a paper survey will be offered at the end of the expo.

Strategic Plan-Key Messages

Along with a variety of media communications the following key messages will be emphasized with the hope of creating interest and enthusiasm for the Groundbreaking Gardening Expo.

Key Message #1- “A Perfect Day is Just a Seed Away,” targeting hobby gardeners

Hobby gardeners are people who primarily garden for therapy or fun. They use gardening as an easy way to relax and relive stress. The key message “A Perfect Day is Just a Seed Away” is used to target these people, because it helps them realize that gardening is a fun way to spend time.

Key Message #2- “Grow a Seed, Get What You Need,” targeting food bank members

Many food bank members rely on the donated food to feed their families. The Groundbreaking Gardening Expo targets food bank members and uses the innovative key message “Grow a Seed, Get What You Need,” to help them realize how beneficial a garden could be in feeding their family. Our hope is that they will learn the importance of growing a garden and begin one themselves.

Key Message #3- “Plant it for the Planet,” general community

If we can reach out to these people and help them start a garden they could potentially become a hobby gardener that would continue to return to the Groundbreaking Gardening Expo each year. Many people in Southwest Washington don't have gardens at all and our plan is to use the key message “Plant it for the Planet” to help them realize how growing a garden can help their family as well as the planet. This key message also helps reach out to people who are looking for innovative ways to feed their families and reduce their carbon footprint.



Strategic Plan-Media Tactics

When promoting an event as large as the Groundbreaking Gardening Expo, it is essential that the most effective and efficient media avenues we pursue reach the largest groups possible. As a consequence, we plan to focus primarily on choosing media tactics that provide the most cost-effective, widespread methods to reach our target audiences.

Radio Advertisements: Radio broadcasting is a great way to get the word out to anyone and everyone in Southwest Washington. We can advertise a 30 second commercial about the Groundbreaking Gardening Expo on two local radio stations; KXRO and KDUX. Our 30 second commercials will air twice a day for 18 days. We will ask the radio stations to play our advertisement May 5th through May 22nd. KXRO and KDUX both charge \$18 for a 30 second commercial so each day the commercials will cost \$72 to get aired twice a day. Over the nine day period, the stations will advertise our commercial 36 times for a total of \$1,296. Radio broadcasting will help us get the word out to everyone in the county.

Fliers: Flyers are a quick, inexpensive way to advertise activities around the community. We will deliver 1,000 flyers to the ten local food banks, gardening centers, and local businesses in Southwest Washington. The flyers will inform the public about the Groundbreaking Gardening Expo. Making 1,000 flyers for advertising will cost us up to \$500 total. This is an easy way to put out a lot of information all at once.

Brochures: Similar to flyers, brochures are a quick and efficient way to provide information. Brochures reach all three of our target audiences, and will be available at local stores and also at the Grays Harbor County Fairgrounds. They will also be handed out at the local food banks and outside of local businesses by the design specialist, because personal invitations are an innovative way to catch the public's attention. We will produce 1,000 color copies, which will cost a total of \$500.

Strategic Plan-Media Tactics (cont.)

Online Advertisements: The Grays Harbor County Fairgrounds has a website that provides information on events and activities that coordinate at the facility. By posting the Groundbreaking Gardening Expo on the website, visitors will be able to receive quality information about the event. This information will motivate them to attend the Groundbreaking Gardening Expo. The free online advertising is a valuable way of communicating the innovative event to the public. We will also put the advertisement on the Grays Harbor Tourism website, at no cost to us.

Newspaper Advertisements: We will utilize newspaper advertisements to promote the Groundbreaking Gardening Expo to all of Southwest Washington. We will do a two half page colored ad in “The Capitol Press,” “The Washington Post” and “The Daily World.” We will use eye attracting and creative colors such as green to attract the attention of our readers so they will read and notice our section. The newspaper advertisements are one of our more costly ways of informing the public. For the two advertisements printed once in each weekly newspaper, it will cost us \$500. We will also place an advertisement in the Capital Press Newspaper. This will cost \$180.10. The newspaper advertisements will mainly target our hobby gardeners and general public that is not currently involved in gardening.

Social Media: We will utilize the Grays Harbor County Fairgrounds Facebook page and create an event for the Groundbreaking Gardening Expo, and also utilize the free use of Twitter and Instagram. Facebook is a free social network so this advertising plan costs us nothing. Through Facebook we can catch the attention of community members that like the Grays Harbor County Facebook page. They can ask questions, view more information and see who else is going to the event. Facebook is a great way to contact our community members, and will positively help us advertise the Groundbreaking Gardening Expo. Utilizing Twitter, we will

Strategic Plan-Media Tactics (cont.)

create a Twitter page for the event, which provides the same advantages as the Facebook event page. We will also create an Instagram account where we will post photos of innovative gardening and advertise the event, to target gardeners all over Southwest Washington.

Magazine Advertisements: Magazine advertisements attract readers' attention to promotions that are eye appealing. We will use the same advertisement as in the newspapers to keep consistency in all the information. Our advertisement will appear in the *Washington Tourism* magazine which they publish monthly to all of Washington State. We will promote the Groundbreaking Gardening Expo for in 2 issues for the month of April and May. *Washington Tourism* has offered us both advertisements for a discounted price of \$150.

TV Show advertisements: We will have a North West Cable News channel advertisement during "Gardening with Ciscoe." "Gardening with Ciscoe" is a popular TV show that thousands of people in and around Washington State watch every day. This is our highest cost of communication; however, it is undoubtedly valuable, since Ciscoe is going to participate as a guest speaker at the Groundbreaking Gardening Expo. The cost of him mentioning the event during his show will be \$200. As part of his promotional deal, Ciscoe is giving us a half-off price discount since he will be attending the Expo. He will mention the event five times each week for two weeks leading to the event, totaling ten times, and costing \$2,000 total.

Fairgrounds Reader Board: Since the Groundbreaking Gardening Expo is an event put on by the Grays Harbor County Fairgrounds, it is beneficial if we utilize the existing reader board. By having the date of the event splash across the big screen as drivers cruise by, it will catch their attention and they will want to attend the Expo. The cost of utilizing the reader board to advertise the Groundbreaking Gardening Expo is free, and the advertisement will run from the beginning of April until the event in May.

Timeline

December 2015– The media specialist will contact innovative gardening specialists via phone and email, asking them to promote their ideas at the Expo. Our Communications Team will also provide information about this communications plan to The Grays Harbor County Fair Board.

January 2016- In January there is a lot to do. Our communications team will meet with the Grays Harbor County Fair Board to gain approval of our flyers, advertisements and to promote the Groundbreaking Gardening Expo to businesses. We plan on having all booths and businesses registered and confirmed for their attendance. We will get information from businesses and gardening vendors to create a brochure to promote the Expo thoroughly. Another meeting with the Fair Board finalizes all advertisements and decisions for the Expo. The last week of January we plan on sending out the brochures to all local gardening businesses and asking them to set the pamphlets out within the next month.

February 2016- Our design specialist will confirm that brochures are distributed in the correct places. Online advertisements will also be put into action. Setting these out earlier can promote starting innovative gardening early, learning on their own or starting interests of learning about these practices.

March 2016-Our news writer is going to double check with all businesses to make sure they have enough brochures or to see if the brochures are a positive advertisement.

April 2016-This is the month we plan on promoting the event entirely. All flyers, newspaper advertisements, radio broadcasting, and brochures are going to be in full effect. There will be three advertisements in the newspaper and also two aired on local radio stations.

May 2016-In the first week of May, our Communications Team will personally go to the food banks to present the Groundbreaking Expo and offer the administrators of the food banks 10 free tickets to hand out to one member per family in need.

Evaluation

At the conclusion of the Groundbreaking Gardening Expo, our Agricultural Communications Team will organize and thoroughly present a complete evaluation of the success of our introduced media plan. The outcome of the event will be compared to our objectives and measure the success of the program, specifically meeting the goals of having over 40 exhibits, 1,000 people in attendance, \$15,000 of entrance profit and 150 people with new or improved gardens. To evaluate these goals, our Agricultural Communications Team will keep track of the vendors present, provide a sign in page at the entrance to track the number of guests, calculate how much money was made from pre-registered guests and at the gate and send out a survey to those in attendance to see if the Groundbreaking Gardening Expo made a difference in their garden or inspired them to start a new one. As an incentive, every guest that completes and returns their survey will be entered in a drawing and ten people will be drawn to win a free year of *Better Homes & Gardens* magazine.

After evaluating these goals and the degree of success that our media plan brought to the Groundbreaking Gardening Expo, we will provide helpful feedback about the benefits of using our communication choices and recommend further adjustment and additions for the Groundbreaking Gardening Expo in future years.

Budget

MEDIA TACTIC	QUANTITY	WHERE	COST OF TACTIC	COST TOTAL
Radio Advertisement	2 stations 2 times daily for 30 seconds 18 days	KDUX- Aberdeen, WA KXRO- Aberdeen, WA	\$1,296.00	\$1,296.00
Flyers	1,000 flyers in Southwest Washington	All businesses	\$500.00	\$1,796.00
Brochures	1,000 brochures in select companies	Select companies	\$500.00	\$2,296.00
Website Advertisement	2 advertisements	Gardening with Ciscoe & Washington tourism	FREE	\$2,296.00
Newspaper Advertisement	Six quarter page color advertisement	The Daily World, The Washington Post, and The Capital Press	\$680.10	\$2,976.10
Social Networking	3 networks	Facebook, Twitter & Instagram	FREE	\$2,976.10
Magazine Advertisement	One quarter page color advertisement	Washington Tourism	\$150.00	\$3,126.10
TV Show	5 times per week for 14 days	Gardening with Ciscoe	\$1,000 per show \$2,000	\$5,126.10
Reader board	One at the Fairgrounds	Grays Harbor Fairgrounds	FREE	\$5,126.10
Gardening package	150 T-shirts, bracelets & seeds	First 150 Guests at Expo	\$1,500.00	\$6,626.10
BBQ Lunch	Pulled Pork Sandwiches, chips, coleslaw and water	Lunch at event	\$1,500.00	\$8,126.10
<i>Better Homes and Gardens</i> Subscription	10 for survey winners	Draw 10 names to win from returned surveys	10 x \$41.88 \$418.80	\$8,544.90
Pre-register Seed Packets	Pre-Registered guests	Local Businesses	\$3 x 400 \$1,200.00	\$9,744.90

Conclusion

The purpose of the Groundbreaking Gardening Expo is to educate the people in Southwest Washington on how to start or improve their innovative and sustainable gardens. Our communications team believes that our plan has the potential to reach out to hobby gardeners, food bank and community members alike, so that they can garden and produce food efficiently. This event will help hobby gardeners innovate their gardens, the food bank members will be able to create a sustainable garden and we hope to spark an interest in community members to start their own garden and become self-sufficient.

By utilizing these new media tactics, targeting specific audiences and advertisements, we hope to aid the Groundbreaking Gardening Expo into becoming a prosperous state-wide event. Our Agricultural Communications Team believes that our plan will help increase community attendance and business/organization participation. By using these efficient and effective techniques correctly, we have the opportunity to connect with the target audiences and reach all objectives that we set.

Communication is the key to all things that are successful. With our communication ideas, we strive to reach every goal set: such as increasing attendance, doubling profit, improving the number of booths and receiving 150 surveys back from attendees and hearing if they have started or advanced their gardens. The Grays Harbor Fairgrounds aspires to expand the event in the future to a state-wide event so that the majority of Washington state gardeners can become innovative. We believe that our media plan will aid them in reaching their goals.

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Appendices-Flyer

At the Grays
Harbor County
Fair

Groundbreaking Gardening Expo

May
22nd,
2016

Opens at 10 am
Closes at 3 pm



\$20 pre-registration on www.ghcfairgrounds.com
\$25 at the door on Expo day

- Vertical Gardening
- Table Top Gardening
- Square Foot Gardening
- Self Watering
- Fertilizer Facts
- Dwarf Varieties
- Container Gardens
- Organic Farming

AND MORE !

**Guest Speakers: Ciscoe (Gardening with Ciscoe), Master Gardeners
and the GardenWriters Association**

Appendices-Admission Ticket



**GROUND BREAKING
GARDENING EXPO**
Growing a garden is the key to a sustainable society

May 23rd, 2015
10 am to 3 pm
Grays Harbor County Fair & Event Center



ADMITS ONE



123456789012

Go to Surveymonkey.com and take our survey for the chance to win a free year of *Better Homes & Gardens* magazine!

Appendices-Free Admission Ticket



You're invited!
**GROUND BREAKING
GARDENING EXPO**
Growing a garden is the key to a sustainable society



May 23rd, 2015
10 am to 3 pm
Grays Harbor County
Fair
& Event Center

ADMITS ONE FREE



123456789012

Go to Surveymonkey.com and take our survey for the chance to win a free year of *Better Homes & Gardens* magazine.

GROUNDBREAKING GARDENING EXPO

1. How much have your skills improved because of the Groundbreaking Gardening Expo?
 - A great deal
 - Moderate amount
 - A little
 - Not at all
2. Was this event better than you expected?
 - Better
 - About what I expected
 - Worse
3. How useful did you find the information presented at the expo?
 - Extremely useful
 - Moderately useful
 - Not useful at all
4. How organized was the information presented at the expo?
 - Extremely organized
 - Moderately organized
 - Not organized at all
5. How skilled, experienced and prepared was the presenter?
 - Extremely
 - Moderately
 - Not at all
6. How well structured did you find the expo?
 - Extremely
 - Moderately
 - Not at all
7. Overall were you satisfied with the Groundbreaking Gardening Expo?
 - Extremely
 - Moderately
 - Not at all
8. Do you have any other comments, questions or concerns?

Appendices-Online Advertisement

YOU'RE INVITED!



**GROUND
BREAKING
GARDENING**

GRAYS HARBOR COUNTY FAIRGROUNDS

May 22nd, 2016 from 10 a.m. to 3 p.m.

Admission: \$25.00 at gate

\$20.00 Pre-registration

Appendices-Newspaper Advertisement

GROUND BREAKING GARDENING



Growing a garden is the key to a sustainable society

**INNOVATIVE
PRESENTATIONS!
HANDS ON ACTIVITIES!
LIVE PRESENTATIONS!
PROFESSIONAL
GARDENING TIPS**

LOCATION:

*32 Elma McCleary Rd.
Elma, WA 98541
May 22nd, 2016*

CONTACT

INFORMATION:

PHONE: (360)482-2651

WEBSITE:

www.ghcfairgrounds.com

REGISTRATION OPENS:

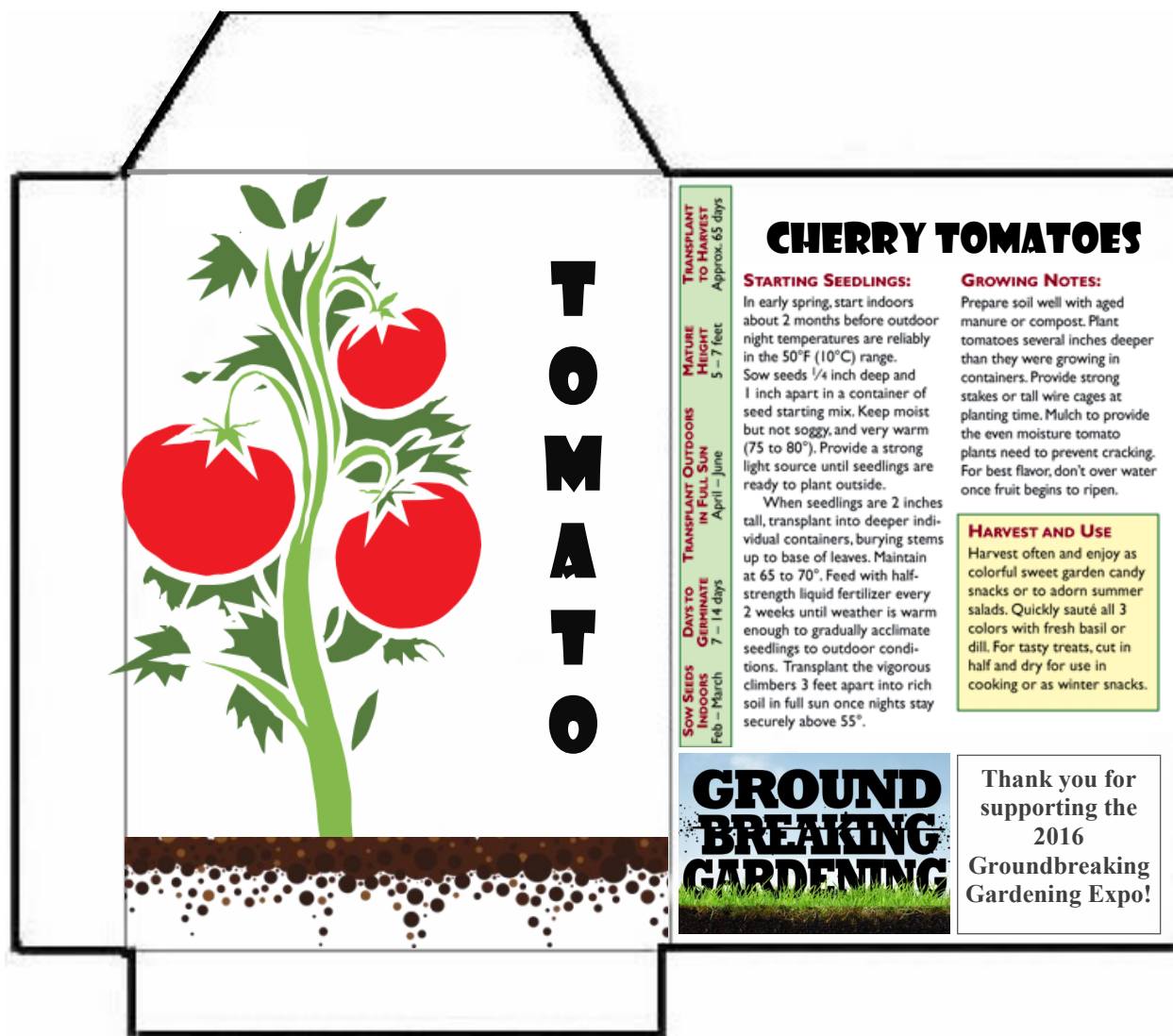
March 1st at 10am

*Register early online to save \$5!
Brochures available at Dennis Co., Home Depot, ACE Hardware
and the Elma Feed & Farm Supply*

Appendices-Promotional T-Shirt



Appendices-Promotional Seed Packet



**T
O
M
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O**

SOW SEEDS INDOORS Feb - March
DAYS TO GERMINATE 7 - 14 days
TRANSPLANT OUTDOORS IN FULL SUN April - June
MATURE PLANT 5 - 7 feet
TRANSPLANT TO HARVEST Approx. 65 days

CHERRY TOMATOES

STARTING SEEDLINGS:

In early spring, start indoors about 2 months before outdoor night temperatures are reliably in the 50°F (10°C) range. Sow seeds 1/4 inch deep and 1 inch apart in a container of seed starting mix. Keep moist but not soggy, and very warm (75 to 80°). Provide a strong light source until seedlings are ready to plant outside.

When seedlings are 2 inches tall, transplant into deeper individual containers, burying stems up to base of leaves. Maintain at 65 to 70°. Feed with half-strength liquid fertilizer every 2 weeks until weather is warm enough to gradually acclimate seedlings to outdoor conditions. Transplant the vigorous climbers 3 feet apart into rich soil in full sun once nights stay securely above 55°.

GROWING NOTES:

Prepare soil well with aged manure or compost. Plant tomatoes several inches deeper than they were growing in containers. Provide strong stakes or tall wire cages at planting time. Mulch to provide the even moisture tomato plants need to prevent cracking. For best flavor, don't over water once fruit begins to ripen.

HARVEST AND USE

Harvest often and enjoy as colorful sweet garden candy snacks or to adorn summer salads. Quickly sauté all 3 colors with fresh basil or dill. For tasty treats, cut in half and dry for use in cooking or as winter snacks.

**GROUND
BREAKING
GARDENING**

Thank you for supporting the
2016
Groundbreaking Gardening Expo!

Appendices-Radio Broadcast Script

Would you like to feed your family naturally, but don't know how?

Do you garden for fun, but need to get up to date with all the new innovative practices?

Then head on down to the Grays Harbor County Fairgrounds

Pavilion on May 23rd from 10 a.m. to 3 p.m. for the 2nd annual

Groundbreaking Gardening Expo! Only \$25!

Come learn about all the new innovative gardening practices!!

Appendices-Social Media

