

**Michigan Department of Agriculture and Rural Development
HORT Fund
Final Report
August 25, 2016**

Project Title: Think Environmentally...Plant Responsibly

Project MDAH #: 79IN5500427

Principal Investigator: Robert E. Schutzki, Department of Horticulture
Michigan State University

Reporting period: 9/1/15 – July 1, 2016

Accomplishments during reporting period:

Three videos focus on Responsible Plant Selection, Right Plant/Right Place, and Responsible Plant Maintenance. Filming began on Monday, June 22, 2015 and was completed on Friday, June 26th. Filming included site visits: on the Michigan State University campus; Michigan Department of Natural Resource offices at Rose Lake Natural Area; MDOT rest stops on I-96; Landscape suppliers in the Lansing area; Nurseries and Garden Centers in Spring Lake and Grand Haven; at Ingham county parks; and at several private residences. Location and personal release forms were obtained when and where appropriate.

Review and editing of the three videos occurred during the months of October, November, and December 2015. The videos were reviewed by Michigan Invasive Plant Council Board members and representatives from the Michigan Nursery and Landscape Association. The videos were completed by January 15, 2016 and showcased at the 2016 Great Lakes Trade Exposition.

Impacts:

Think Environmentally – Plant Responsibly addresses the invasive plant issue, preventing the spread of invasive plants, positively affecting consumer demand, proper plant use, and the development of non-invasive alternatives through educational videos for consumers and the general gardening public. These videos heighten awareness of the issue and show how gardeners can make a difference.

Funding partners:

Michigan Invasive Plant Council

Publications/ outreach activities related to project:

Three videos were completed and showcased at the 2016 Great Lakes Trade Exposition (January) in Lansing, MI conducted by the Michigan Nursery and Landscape Association. The video were shown on the trade show floor for two days.

Videos were shown to the Michigan State University Extension Consumer Horticulture Team and Master Gardener Coordinators in June 2016. Upon completion of the meeting, these videos were uploaded onto Michigan State University Kaltura MediaSpace – Public Media. Videos are listed as:

- 1) Think Environmentally – What should we know about invasiveness
- 2) Think Environmentally – Responsible Plant Maintenance
- 3) Think Environmentally – Right Plant Right Place

The MSUE Consumer Horticulture Team has access to the video for use in their programming.

Videos are posted on YouTube and can be found by searching Robert Schutzki or the following:

- 1) Responsible Plant Maintenance – Invasive Plants - YouTube

<https://www.youtube.com/watch?v=smQ0KE-441w>

- 2) Plant Responsibly – Invasive Plants – YouTube

https://www.youtube.com/watch?v=7KhrBfv_JDI

- 3) Right Plant – Right Place, responsible plant use – YouTube

<https://www.youtube.com/watch?v=1NmzZJYXXQQ>

The videos were also given to Michigan Nursery and Landscape Association for uploading to their consumer website: <http://www.plantmichigangreen.com>