

4/28/2017

New Infographic Released From NICH

Jennifer Polanz

What is NICH? That stands for National Initiative for Consumer Horticulture and the relatively new organization describes itself as a “consortium of industry leaders who are promoting the benefits and value of horticulture. NICH brings together academia, government, industry and nonprofits to cultivate the growth and development of a healthy world through landscapes, gardens and plants—indoors and out,” according to the organization's website.

NICH's goal is to increase the percentage of U.S. households participating in consumer horticulture to 90% by 2025. To that end, NICH is in the process of developing a series of infographics to disseminate throughout horticulture disciplines to use as needed to get the message across. According to a recent press release, “The infographic, developed by the NICH Economic Committee, uses data gathered by Dr. Charlie Hall, the Ellison Endowed Chair in International Floriculture at Texas A&M University. It's the first of a number of infographics to showcase the power of plants to improve life. The infographic series is available to companies, institutions and individuals for use in outreach to horticulture industry and non-industry members.”

This particular infographic takes a look at the impact horticulture has in our everyday lives, noting that horticulture contributes \$196 billion to the U.S. economy. It's punctuated with a hashtag #PlantsDoThat. Find out more at www.consumerhort.org. GP

