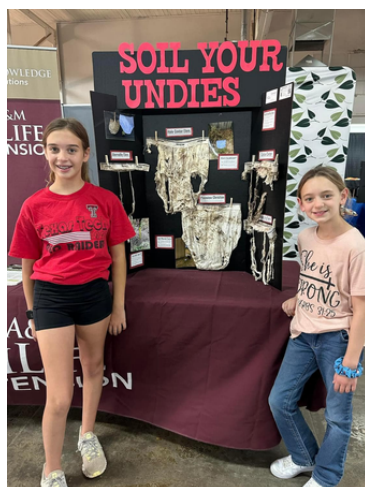


RELEVANCE

Horticulture sciences is a growing industry, with local job growth projected at 30% over the next five years. In Texas, horticulture sciences is the second-largest industry and offers various career opportunities. Consumers spend over \$38 billion yearly on professional landscaping and lawn and tree care services. With the continued growth in the horticulture industry, there is a need to educate residents of Lubbock County and the surrounding area of the local horticulture organizations and opportunities, professional educational settings, and overall information. There is also a need to create awareness of what Extension has to offer in regard to research and education.



160,000+

PEOPLE VISITED THE
SOUTH PLAINS FAIR
HORTICULTURE
BUILDING

RESPONSE

Agent Reid organized program planning meetings with the South Plains Fair administration and was able to solidify a 18,000 sq. ft. building during the 2024 South Plains Fair. This nine day event included youth and adult floral design competitions, daily educational classes, youth and adult plant competitions, local non profit and educational organization booths, youth and adult industry innovations competitions stand alone displays, crops competitions, and food/cooking demonstrations.

SOUTH PLAINS FAIR

Horticulture Show			
STAGE SCHEDULE			
20	WINTER GARDENING	REPRESENTATION FOR HOCKEY	TRANSPLANTING
21	HOUSE GARDENING	REWARD PRESENTATION	HAPPY KITCHEN
22	FALL GARDENING	HAPPY KITCHEN	
23	HOME HYDROPONICS		
24	TEXAS SUPERSTAR PLANTS		
25	SHADE GARDENING	HAPPY KITCHEN	
26	COMPOSTING PLANTS & COLD PLANTING PRACTICES	COMPOST & VERMICOMPOST	
27	PREPARING YOUR FALL GARDEN FOR SPRING	THE BENEFITS OF COMPOST	THE BENEFITS OF COMPOST
28	RESTARTING PLANTS FROM SEED		

Let's Grow Together



RESPONSE cont'd.

Partnerships & Collaborators

- The Lubbock Master Gardeners Association, Sustainable Food Center, Growing Together Texas, Keep Lubbock Beautiful, High Plains Water District, Lubbock Lake Landmark, Texas DSHS, Texas Master Naturalists, Texas A&M AgriLife Lubbock County, Texas Tech University, The Flutter Buzz, South Plains Food Bank GRUB Farm, and the South Plains Iris Society all had booths for participants to visit and classes to attend on site.
- Abernathy ISD, Lubbock ISD Agri-Stem, and local homeschool students participated in many competitions.
- District 2 FCH members provided a blender bike salsa demonstration.



"We have needed this show for so long, thank you!"



"I had no idea so many plant people existed in Lubbock!"



RESULTS

160,000 individuals attended the South Plains Horticulture Building during the nine day event. 154 individuals participated in a competition. 96 individuals attended at least one of the eighteen classes offered.

Summary

The value of the South Plains Fair Horticulture Building in Lubbock County is empowering residents with the knowledge and support from local organizations to continue growing in horticulture professionally, at home, and in the kitchen.

Future Programming

The South Plains Fair Horticulture Building will continue into 2025. Future expansion areas include: getting local industry involved, new displays, classes, and demonstrations.



"I had no idea I could go to school for plants!"



For more information:

Christina Reid

CEA-Horticulture
Lubbock County

Phone: 806-775-1740

Email: christina.reid@ag.tamu.edu