

Nutrient Recommendation Training in Urban Markets: A Video

FREP Contract # 94-0463

Project Leaders

Wendy Jenks

California Fertilizer Association

Larry Klaas

AGCOM International

Objective

Educate garden supply salespersons about fertilizer use including basic plant nutrients and inter-relationship of soils, plants, fertilizers, and the environment.

Summary

The object of the project was to educate garden supply salespersons on all aspects of fertilizer use so that they can in turn educate consumers on the use of fertilizer in the most environmentally and agronomically sound manner possible. A comprehensive video was produced containing current information pertaining to home fertilizer use and best management practices from previously FREP-funded projects and private organizations. An accompanying study guide includes detailed questions and answers regarding home fertilizer and plant nutrition recommendations, and the role of urban markets on the impact of non-point source pollution. The video and study guide are available for free from FREP.