

Good Growing

2020 - A YEAR OF GROWTH

"This webinar was fantastic. It was very informative. I learned a great deal and am planning to watch it again. I've paid for webinars that weren't nearly as good as this one. I hope my tax dollars are going towards this program. It is worth every penny. Thank you."

2020 saw a 40% increase in home gardens, and Illinois Extension helped homeowners and communities create sustainable gardens and landscapes which provided beauty, food, and property enhancements.

With the demand for gardening and landscaping information spiking, the Good Growing team answered questions through their blog posts, podcasts, videos, and weekly e-mails.

As the year went on, the team planned and held their first webinar series and branched into videocasts.



72 BLOG POSTS

98,000

VIEWS



37 PODCAST &
8 VIDEOCASTS

5,800

PLAYS



11 VIDEOS

4,700

VIEWS



12 WEBINARS

2,700

VIEWS



EMAIL

680

WEEKLY
SUBSCRIBERS

950
participants

In the Good
Growing Webinar
Series

417%

Increase in weekly
email subscribers
over last year.



Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

College of Agricultural, Consumer & Environmental Sciences
University of Illinois, U.S. Department of Agriculture, and Local Extension Councils Cooperating
University of Illinois Extension provides equal opportunities in programs and employment.

"I like being able to access your GG information because I know it is research based. I don't want fads. I want info I can access and implement with a high expectation of success. You guys rock!"

MOST POPULAR BLOG POSTS



Lawn aeration and overseeding

Helping homeowners create healthy, full lawns



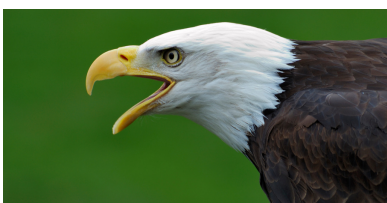
How to grow sweet potatoes

Helping gardeners grow and care for sweet potatoes



Trouble(s) with tomatoes

Helping gardeners tackle disease and insect problems on their tomatoes



Bald Eagles: noble bird or thieving scavenger?

Telling the story of our national emblem

SURVEY SAYS...

94

percent of respondents said the Good Growing blog has added to their knowledge

"The articles are very well written and they make the science very easy to understand."

56

percent have seen improved success in their landscapes and have shared this information with others

"Enjoyed this presentation, a lot of very useful information that can be applied to future encounters. I recommend this presentation to all who garden."

CONNECT WITH US



Blog

go.illinois.edu/goodgrowing



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Podcast

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THE GOOD GROWING TEAM



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Good Growing

2021 YEAR IN REVIEW

BLOG	PODCAST	VIDEOS	WEBINARS	EMAIL
57 blog posts viewed over 42,000 times	47 podcasts and 45 videocasts	5 how-to videos	Delivered 5 webinars to over 600 participants	1,084 people subscribe to weekly email (59% increase from 2020)
Over 191,000 total pageviews	Over 16,400 total plays* <small>*podcasts and videocasts</small>	Viewed over 3,300 times* <small>*on YouTube</small>	Recordings viewed more than 2,800 times	

Home gardening continued to remain popular in 2021, and Illinois Extension helped homeowners and communities create sustainable gardens and landscapes which provided beauty, food, and property enhancements.

With the demand for gardening and landscaping information spiking, the Good Growing team answered questions through their print articles, blog posts, podcasts, videos, and weekly e-mails.

"Thank you for putting together the Good Growing webinars. I've been able to attend several and learn something from every one of them."



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Most popular 2021 posts

Buffalo gnats and how to avoid being bitten

Helping people avoid pesky, painful buffalo gnat bites



The disadvantages of landscape fabric

Explaining why we should avoid landscape fabric, and what we can use instead



More than monarchs - What are those bugs on my milkweed?

Exploring other insect inhabitants of milkweed



How to create butterfly habitat in your garden

Helping gardeners create habitat to attract butterflies to their landscape



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Good Growing

2022 YEAR IN REVIEW

BLOG



53 blog posts viewed over 37,000 times

Over 245,000 total pageviews

PODCAST



49 podcasts and 36 videocasts

Over 21,000 total plays*

*podcasts and videocasts

EMAIL



1,248 people subscribe to weekly email

Home gardening continued to remain popular in 2022, and Illinois Extension helped homeowners and communities create sustainable gardens and landscapes which provided beauty, food, and property enhancements.

With the demand for gardening and landscaping information spiking, the Good Growing team answered questions through their print articles, blog posts, podcasts, videos, and weekly e-mails.

Excellent podcast. We're moving to the Springfield area from Victoria Canada. Looking for local resources and information. This has been a very helpful start.



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Most popular 2022 posts

Baldfaced Hornet: Dangerous bug or beneficial insect?

Exploring a misunderstood native yellowjacket



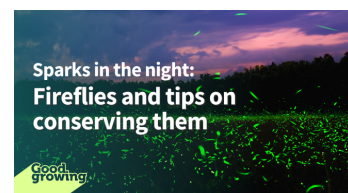
Seed stratification: What seeds require cold treatment

Explaining the importance of seed stratification



Sparks in the night: Fireflies and tips on conserving them

Helping gardeners create habitat to conserve fireflies



How to grow sunflowers at home

Helping gardeners grow these colorful and useful plants



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