

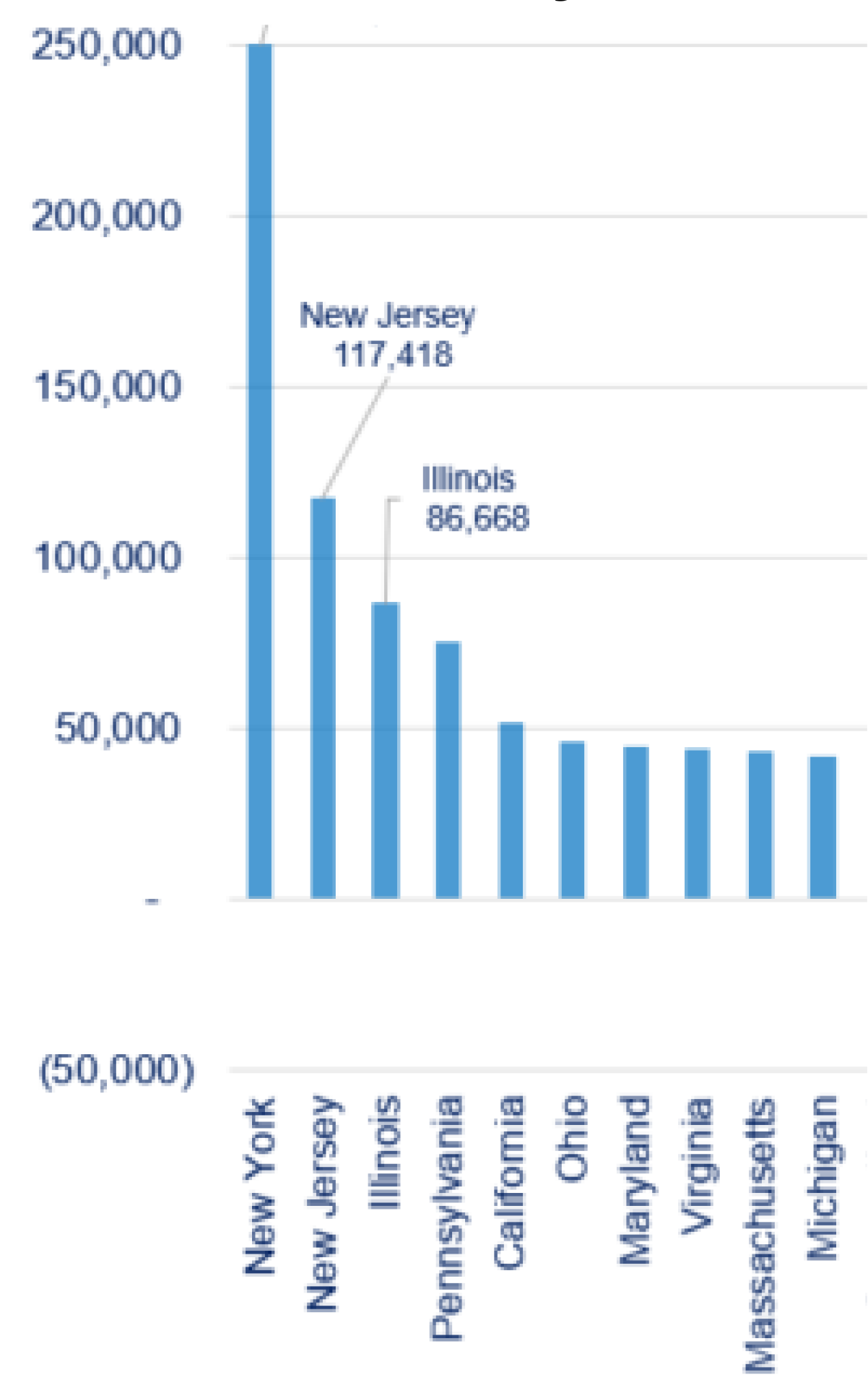
Optimizing Berry Production with Florida-Friendly Landscaping™ Strategies for Home Growers

Julio Perez, Claude J. Jean, and Brittany Council-Morton
 University of Florida/Institute of Food and Agricultural Sciences
 pjulio@ufl.edu, jean.cjudy@ufl.edu, bcouncil1@ufl.edu

According to Census.gov, in 2023 Florida was the second fastest-growing state in the nation adding 365,205 residents.¹

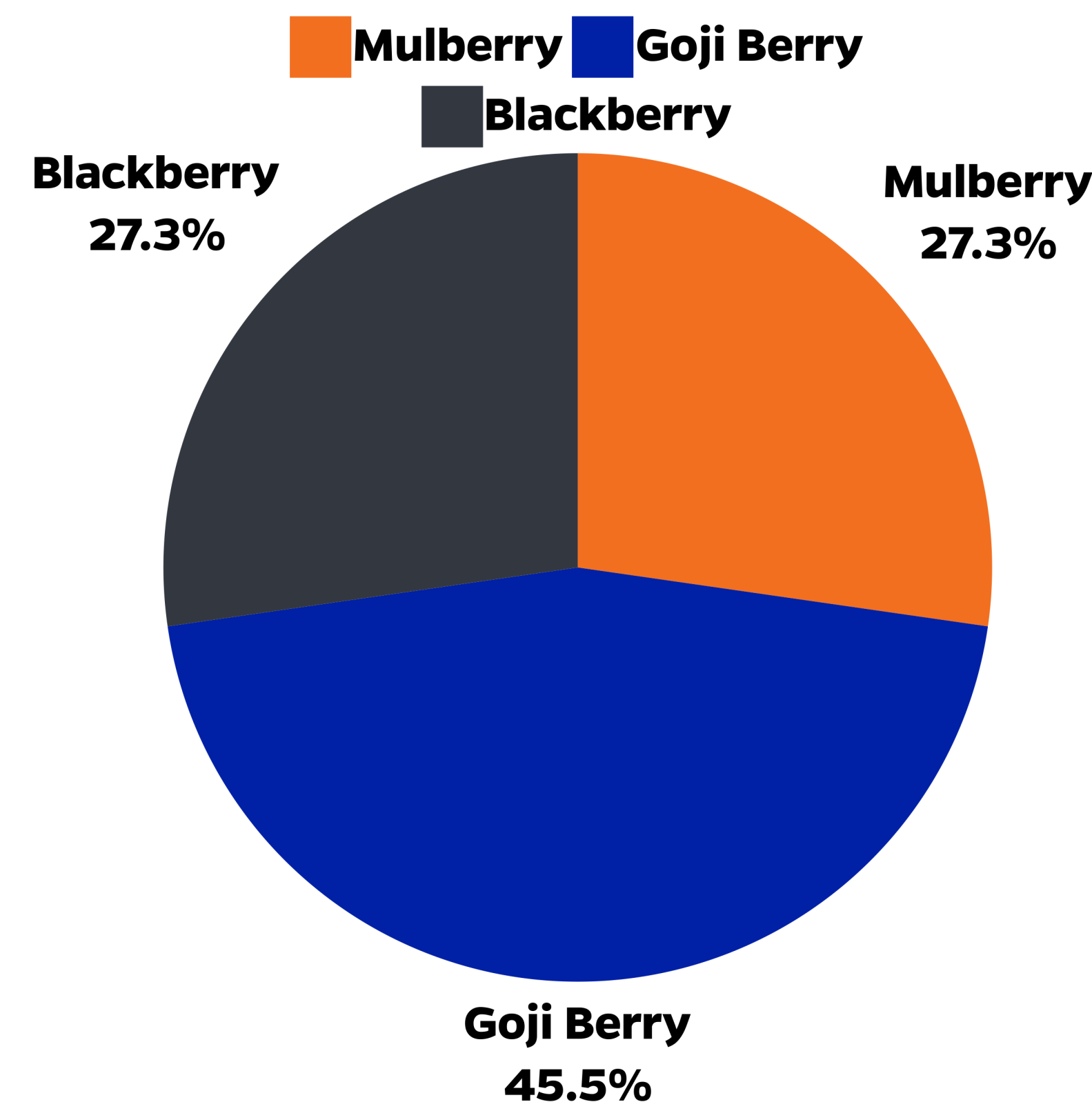
Table 1, taken from Florida Chamber of Commerce, shows that in the last five years the top three states people move to Florida from are New York, New Jersey and Illinois (2018-2023).²

Table 1: 5 year Net Migration to Florida By State²



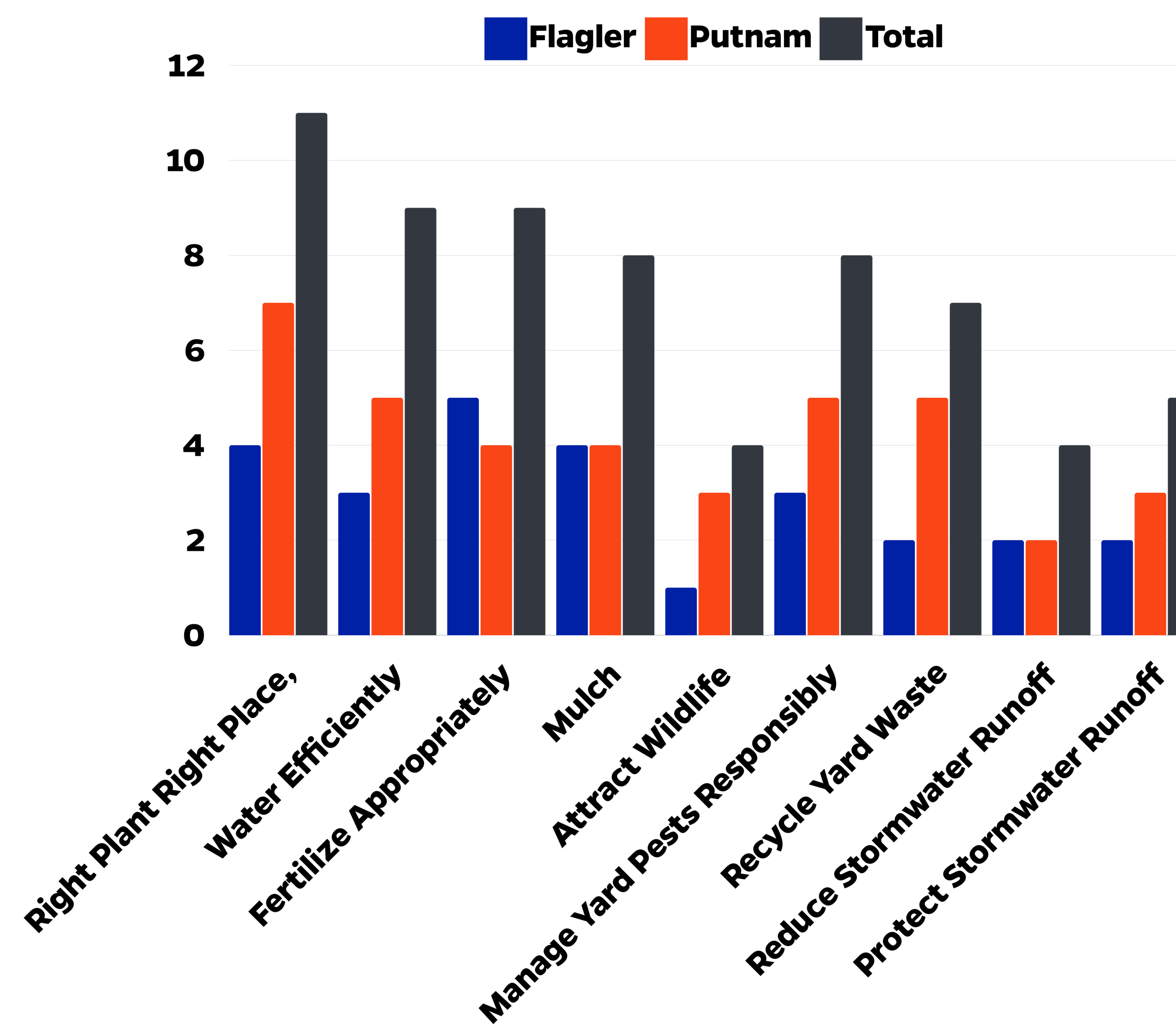
Results

Plants Received from Program



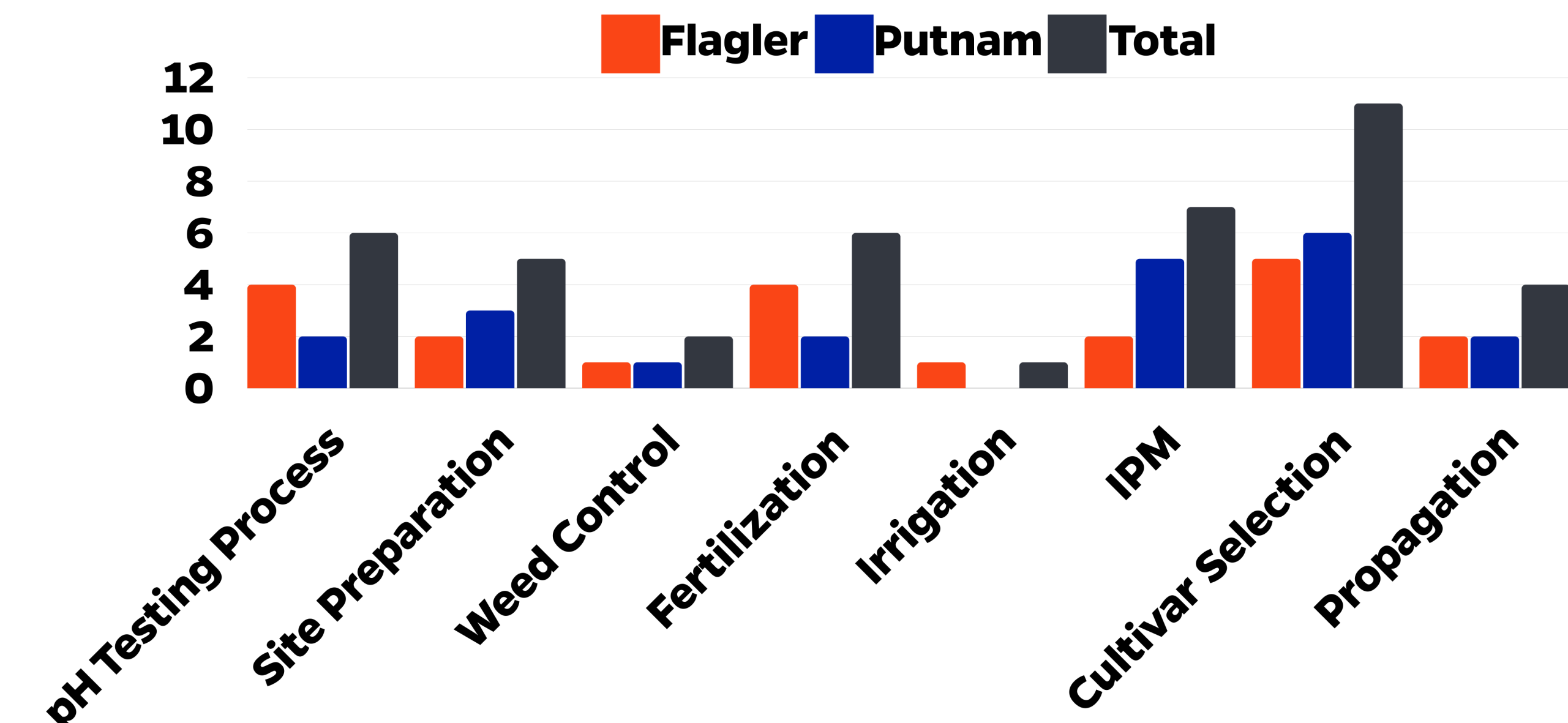
Graph 2: Each participant received two plants with the majority taking one blackberry and their choice of the other two berries.

Participant Intent to adopt Florida-Friendly Landscaping Principles



Graph 3: A post program survey was administered immediately following the program and participants were asked if they intended to implement FFL Principles. (n=15).

Knowledge increase regarding gardening with berries. (n=15)

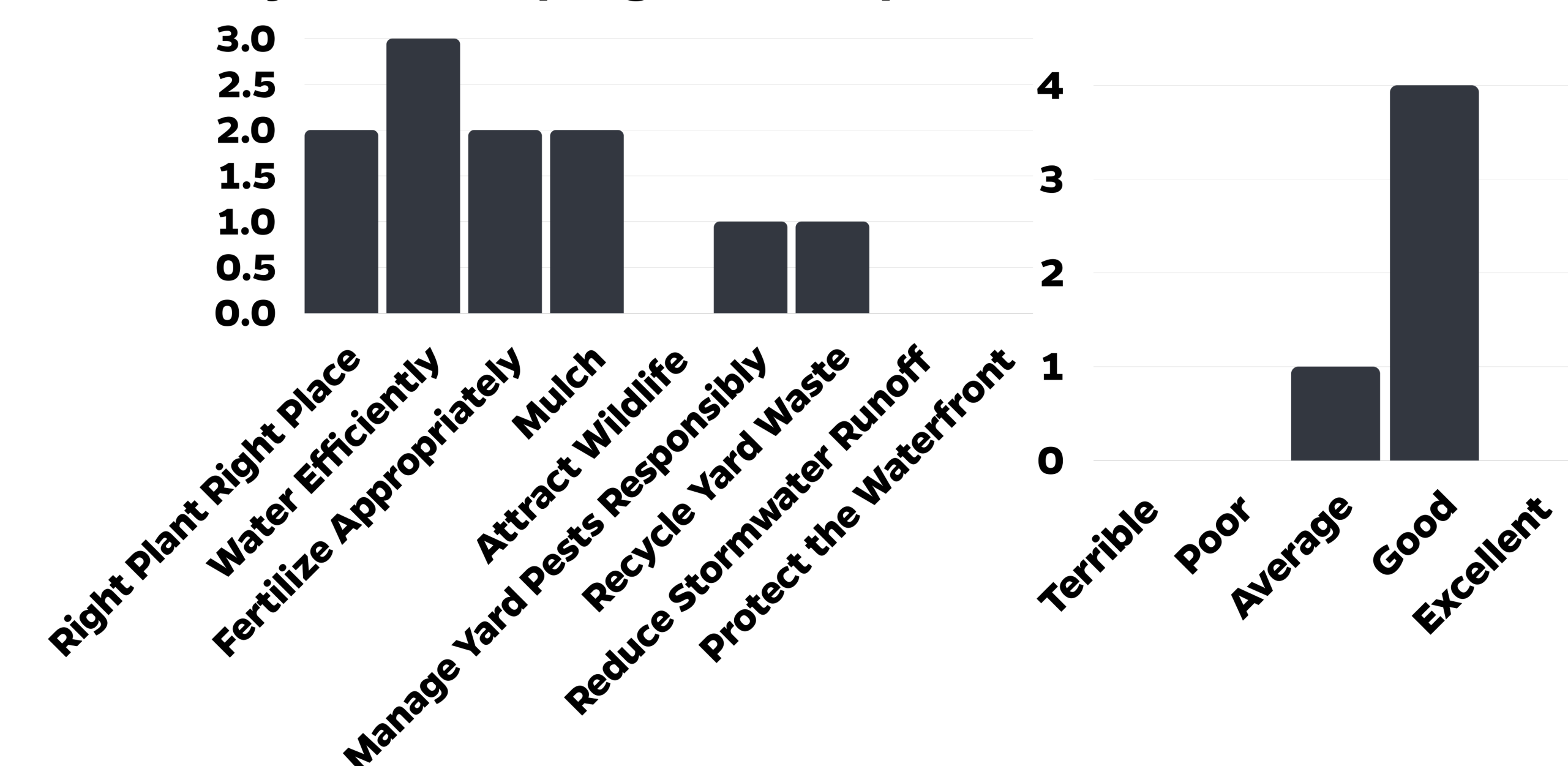


Graph 4: The post program survey included a question on knowledge-gain showing the highest gains in IPM and Cultivar Selection.

3-Month Follow-up Survey (N=4)

- Compared to other fruiting plants
 - Three people reported they were slightly easier to grow
 - One person reported they were easier to grow
- Use of information for other plants
 - Two people have used this information for other fruiting crops
 - Two people stated they plan on using the information

Self-Reported Adoption of Florida-Friendly Landscaping™ Principles



Graph 3 and 4: In the three month follow-up survey, participants were asked if they implemented any of the FFL Principles (left) and the condition of their two chosen plants.



Photo 1: Three agents presented growing information on three different berries focusing on using Florida-Friendly Landscaping (FFL) Principles.



Photos 2 and 3: Goji Berries (left) and Mulberries (right) belong to the Solanaceae (tomato) and Moraceae families, respectively. Goji berries, labeled a superfruit, contain 355 active compounds, while mulberries share health benefits like anti-cancer and anti-inflammatory properties.

References:

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- Commerce, F. C. of. (2024, January 31). Breaking Down Migration In and Out of Florida. Florida Chamber of Commerce. <https://www.flchamber.com/breaking-down-migration-in-and-out-of-florida/>