

FINAL REPORT

Distribution of Posters and Promotion of Logo to Identify Native Plants Available for Landscaping

Wildlife Preservation Fund Grant #10-008W (August 31, 2009 – December 31, 2010)

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The overall goal of this project was to heighten awareness of native plants that are available in the nursery industry along with their horticultural traits, as well as, to increase the demand and usage of native plants by gardeners.

The specific objectives of this proposal were:

1. To print additional color *posters* that highlight horticultural uses of native plants, and to distribute them to garden centers, nature centers, schools, and county extension offices (especially for use by Master Gardeners).
2. To introduce and distribute copies of a *statewide native plant logo* that was approved by the Illinois Green Industry Association, and to explain its appropriate use to provide quick identification of native Illinois plants on printed materials.

Summary of Project Accomplishments.

Objective 1. Print and Distribute Posters. We printed posters of four designs (various microclimates, four season appeal, wildlife appeal, and growth habits). Forty-three posters (1.5 X 2 ft, fade resistant ink, laminated) and 125 (11 inches X 17 inches) of each design were printed. Sets of these four posters were distributed to nurseries, nature centers, schools, county extension offices, and others (see attached list). When delivered, we discussed the usage of native plants in landscaping and referred them to consult our website or us for additional information.

Objective 2. Introduce Use of Statewide Logo. Previously, a native plant logo for the state of Illinois was selected in a collaborative effort, organized by Janice Coons and Nancy Coutant, between the Illinois Invasive Plant Species Council and the Illinois Green Industry Association. This logo was introduced and promoted at the Illinois State Fair by the Illinois Green Industry Association, who also supported it in their publication, "Growing Trends". However, according to Dave Bender (Executive Director, Illinois Green Industry Association), people in the nursery industry are not using this logo as they believe that they already have too many labels on their

products, and do not want to add another one. Other ways to promote the use of this label were discussed by the Illinois Invasive Plant Species Council, where copies of the logo were distributed. In the future, we may distribute the logo along with an explanation of how it might be used to promote and increase usage of native species in landscaping through various agencies/publications such as *Outdoor Illinois Magazine*, Community Colleges, Master Gardeners, The Nature Conservancy, Botanical Gardens, Illinois Native Plant Society, Audubon Society, Grand Prairie Friends, the Green Council, Master Naturalists, and Nature Centers.

Distribution of Poster Sets that Demonstrate Horticultural Traits of Illinois Native Species

Garden Centers and Plant Nurseries

- Frericks Gardens Inc. Quincy, IL
- Green Tree Charleston, IL
- Possibility Place Nursery Monee, IL

Nature Centers

- Ballard Nature Center Altamont, IL
- Douglas-Hart Nature Center Mattoon, IL

Schools

- Carl Sandburg School Charleston, IL
- Casey-Westfield High School Casey, IL
- Cumberland High School Toledo, IL
- Eastern Illinois University
(Research and Sponsored Projects Office) Charleston, IL
- Marshall High School Marshall, IL
- Mattoon High School Mattoon, IL
- Mattoon Middle School Mattoon, IL
- Paris Cooperative High School Paris, IL
- Shelbyville High School Shelbyville, IL
- Shiloh High School Hume, IL
- University of Illinois at Urbana-Champaign
(Floriculture Program) Urbana, IL
- University of Illinois at Urbana-Champaign
(Plant Care Facility) Urbana, IL

County Extension Offices

- Champaign County Master Gardeners Champaign, IL
- Coles County Master Gardeners Charleston, IL
- Macon County Master Gardeners Decatur, IL

Other

- Champaign County Forest Preserve District Champaign, IL
- Coles County Soil and Water Conservation District Office Charleston, IL
- Hidden Spring Ranger District Vienna, IL
- Illinois Audubon Society Springfield, IL
- Illinois Department of Natural Resources (Coles County Office) Charleston, IL
- Illinois Department of Natural Resources (Ben Dolbeare) Springfield, IL
- Illinois Department of Natural Resources (Tracy Evans) Springfield, IL
- Illinois Department of Transportation (20 sets—Susan Dees for several locations) Springfield, IL
- Illinois Department of Transportation (22 sets—Craig Mitckes to display at rest areas) Springfield, IL
- Illinois Farm Bureau Bloomington, IL
- Illinois Green Industry Association (Main Office) Springfield, IL
- Illinois Natural History Survey Champaign, IL
- Illinois Natural History Survey (Outreach) Champaign, IL
- Bremer Sanctuary Hillsboro, IL
- Mississippi Bluffs Ranger District Murphysboro, IL
- Prairie Ridge State Natural Area Newton, IL
- Shawnee National Forest Harrisburg, IL

Additional sets of posters will be distributed at the February 8, 2011 meeting of the Illinois Invasive Plant Species Council which is scheduled to meet at the Morton Arboretum (Lisle, IL), where representatives from many organizations in the Chicago area will be present. We also will have posters available at “Spring into the Garden” sponsored by the University of Illinois Extension Coles County Master Gardeners on February 26, 2011; and at a presentation sponsored by the Bloomington Chapter of Wild Ones on May 9, 2011. Distribution at these meetings will help to increase awareness of horticultural traits of native species.

1/31/11

Grant No.: 10-008W

Grantee: Eastern Illinois University, Board of Trustees, 37-6013590

Grant Name: Distribution of Posters and Promotion of Logo to Identify Native
Plants Available for Landscaping

EIU Internal: 235027 / 523164

Project Expenditures

<u>Vendor</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>	<u>Invoice</u> <u>Date</u>	<u>Description</u>	<u>Amount</u>
Travel							
Coons, Janice	600 W. Lincoln Ave, Biology	Charleston	IL	61920	11/20/10	travel/mileage	150.00
Coutant, Nancy	600 W. Lincoln Ave, Biology	Charleston	IL	61920	11/22/10	travel/mileage	155.00
							<u>305.00</u>
Contractual Services							
Eastern Illinois Univeristy	600 W. Lincoln Ave, Copy Express	Charleston	IL	61920	12/20/10	poster printing	1,695.00
							<u>1,695.00</u>
						Total Expenditures	<u><u>2,000.00</u></u>

EIU faculty receive IDNR research grants

www.ig-tc.com

Thursday, June 10, 2010 ■ A3

Staff Report

CHARLESTON — The Illinois Department of Natural Resources has awarded faculty members in Eastern Illinois University's biological sciences and chemistry departments two Wildlife Preservation Fund grants for \$2,000 each.

One grant supports the project titled "Compounds in Smoke Solutions Created When Burning Tallgrass Prairie Species."

Participating EIU faculty members Janice Coons and Nancy Coutant, biological sciences, and Barbara Lawrence, chemistry, have been assisted by EIU students Stephanie Prosser, Daniel Finn and Anthony Porreca, according to a university press release.

"Studies from several fire-prone plant communities over the past 20 years in Australia, South Africa and the United States report that seeds of some species require smoke exposure to germinate," Coutant said.

"This grant has three objectives: 1) development of an apparatus to produce plant smoke solutions, 2) production of smoke solutions from 12 Illinois native plant species, and 3) chemical analysis of the smoke solutions for compounds that promote seed germination."

Although Coons and Coutant are responsible for collecting the native plant material, developing the apparatus and producing the smoke solutions, and Lawrence is in charge of the chemical analysis of the smoke solutions, all three are involved in all aspects of the project.

"Fire is a common management technique used in natural areas," Coutant said.

"Information from studies such as this one may provide insights relative to the timing and frequency of burns for those managing natural areas. Because the seeds of many

native species are difficult to germinate, this information also will be useful to those who are attempting to grow native plants for restoration efforts or for commercial sale."

The second funded project, "Distribution of Posters and Promotion of Logo to Identify Native Plants Available for Landscaping," is another project by Coons and Coutant. The pair developed materials to educate people relative to native species for use in landscaping.

"With the green movement, interest is increasing for use of native plants in landscaping," Coons said. "Yet gardeners and plant nursery employees often have limited knowledge regarding which species are native and what horticultural traits native species have.

"Our four posters highlight different horticultural uses of native plants, including various microclimates, four-season appeal, attract wildlife, and growth habits. We will distribute these posters to garden centers, nurseries, nature centers, schools and county extension offices throughout the state. During these visits, we will discuss sources for additional information such as workshops, websites, books and information packets that we developed.

"We also coordinated the development and acceptance by the Illinois Green Industry Association of a logo for quick identification of Illinois native plants. The IGIA has promoted the logo in its display in the Conservation World section at the Illinois state fairs.

"We also will disperse samples of the logo to help gardeners and nursery employees recognize native plant species. Both posters and the logo will help gardeners and others identify native plants when making their choices at garden centers."