

# Green Industry Focus

**Cliff Ruth, Extension Area Agent**

M.Ag, CPP, CTP, NCRLC, NCLPA,  
Landscape Industry Certified

NC Certified Low Impact Development  
Professional



**NC** State University  
A&T State University  
**COOPERATIVE  
EXTENSION**

*Empowering People • Providing Solutions*

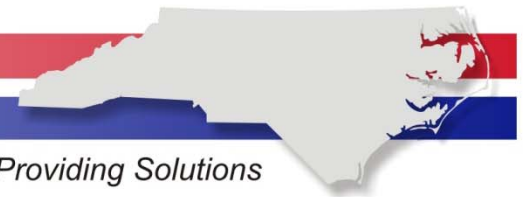
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# Green Team

75% of programs offered are delivered by a regional team effort.

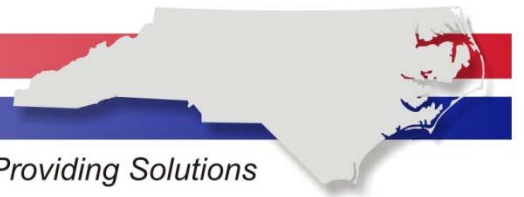
- Team leader- Cliff Ruth, Area Agent, Buncombe/Transylvania Counties
- Team Co-leader- Dr. Anthony LeBude, Nursery Crops Specialist- NCSU
- Meghan Baker, Small Farms Agent, Buncombe County
- Tim Mathews, Horticulture Agent, Haywood County
- Kerrie Roach, Horticulture Agent, Henderson County



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# Industry Inclusions

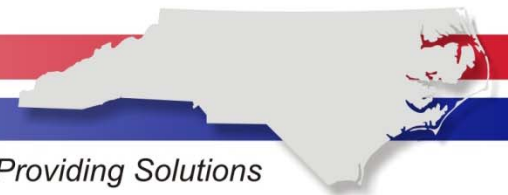
- Nurseries
- Greenhouses
- Sod Farms
- Cut Flower Growers
- Christmas Tree Growers
- Herb Growers
- Mitigation Plant Growers
- Golf Courses
- Athletic Field Managers
- Landscape Designers/Architects
- Landscapers
- Turf care providers
- Arborist
- Urban Foresters
- Ecosystem Service Providers
- Fed, State, Local Gov.



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# Workforce Development

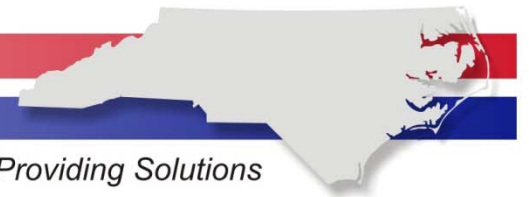
- Primary focus of area green team!
- Currently offering over 45 classes annually
- Provide training and CEU opportunities for the following:
- **Commercial Pesticide License**
  - Ornamentals and Turf-
  - Aquatics-
  - Right of Way- DOT, Utility Companies
  - Forestry- USFS, NCFS, Private Foresters  
(Both- pre-exam prep, and CEU classes)



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# Workforce Development Cont.

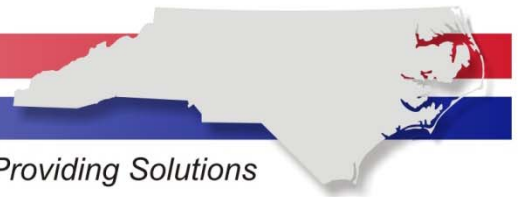
- **Registered Landscape Contractors**
  - (pre-exam class)
- **Professional Engineers**
  - (CEU classes)
- **Licensed Irrigation Contractors**
  - (CEU classes)
- **Certified Plant Professionals**
  - (pre-exam school)
- **Certified Turfgrass Professionals**
  - (pre-exam school and CEU classes)



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# Workforce Development Cont.

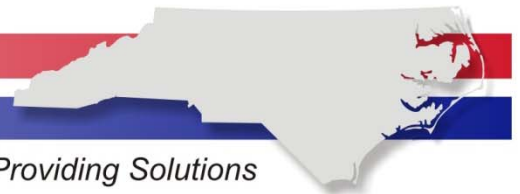
- **ISA Certified Arborist**
  - (pre-exam class begin planned, CEU classes)
- **Landscape Industry Certified**
  - (CEU classes)
- **NC Low Impact Development Certification**
  - (assist with pre-exam training)
- **Workforce Safety/OSHA Compliance**
- **Integrated Pest Management/ Pest Scouting**
  - (classes, on-site assistance, pest alerts)



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# Commercial Pesticide License Exam Review

- **Impact- 75% increase in passing scores on exam (increase in revenue >\$2500 per person per year)**
- **Curriculum co-edited by Cliff Ruth, Amanda Stone, and Wayne Buhler- currently being used state wide**
- **Offered 3 x per year- January, May, September**
- **Average 50 participants in each class**
- **Value to industry- \$750,000 annually**
- **Value to society- > \$2,250,000**



# Registered Landscape Contractor Review

- Impact- 90% passing rate w/average of \$150,000 increase in revenue per company and 1-2 jobs created
- Curriculum was developed by Cliff Ruth and being used state wide by 3 other teams
- Offered 2 x per year
- Average 20 participants

