Northwest District
Consumer Horticulture
Newsletter
Procedure

OBJECTIVES
- To provide our audience (homeowners or consumers—not Green Industry Professionals specifically) with the latest in horticulture information that will help improve their quality of life and to preserve the natural resources in our cities, counties, and state.
- To help reduce time and duplication of efforts among faculty who write newsletters.
- To provide a media to faculty who do not write newsletters.

TEAM COMPOSITION
- The team consists of consumer horticulture faculty, specialists, and administrators in the Northwest District.
- Commercial horticulture faculty in the district, specialists, and administrators from outside the district are invited to contribute to the newsletter as long as the information is geared toward consumers in the Northwest District.

EDITOR
- The Northwest District Hort PIT Leader is the editor of the newsletter and will rotate with that position as outlined in the Hort PIT Standard Operating Procedure unless otherwise noted.
- The Editor’s responsibilities include:
  - Sends out email reminders of the article due dates
  - Collects articles from faculty, specialists, and administrators.
  - Complies the articles and sends to UF/IFAS Communications.
    The articles are sent by email to:
    - Michele Linette
      Assistant Graphics Coordinator
      Information/Publications Services, Coordinator IFAS Communication Services
      352.392.2411 Ext. 306
      FAX: 352.392.7902
      mlinette@ufl.edu
      http://ics.ifas.ufl.edu
    - Articles are sent to IFAS Communications in a file document by the 3rd Monday of the month.
    - Proofs newsletter.
    - Posts the finished product on the Hort PIT website at http://nwdistrict.ifas.ufl.edu/Hort_PIT/newsletter.html.
- Sends an email to the agents, specialists who contributed to that issue, C.E.D’s in each county, and District Director via the Hort PIT list serve
- Collects contact numbers from faculty, specialists, and administrators and sends them to those who contributed to the newsletter.

CO-EDITOR
- The Co-leader of the Hort PIT acts as co-editor of the newsletter
- Assists the leader in his or her absence or when need

TEAM RESPONSIBILITIES
- Each member is responsible for getting his/her article to the leader on time.
- Articles are due to the editor the second Monday of the month in the month before the issue date. Example- If the article is for the January/February addition, the article would be turned into the coordinator the second Monday in December by close of business. This is to make sure the articles get to the University of Florida/IFAS Communications Department in sufficient time. Articles that are late will not be included in the newsletter.
- Each member is encouraged to send applicable pictures with the article if desired. Then pictures must be high resolution.
- Articles should not be approximately 350 words.
- Articles should address consumers in the district not in an individual’s county.
- Articles should reference UF/IFAS publications when possible.
- Articles should consist of a title, agents name, County, and email address.
- Send number of contacts broken down by race and gender, when possible, to the editor.

EXAMPLE

**Gladiolus Rust**

Gladiolus rust (*U. transversalis*), is a disease that is threading our gladiola industry and home gardens. This disease is host specific to gladiolus plants and other closely related plant species. It was first detected in the US in 2006 at a floral farm in Manatee County, Florida. Additional surveys found rust on a commercial gladiolus farm 100 miles southeast in Hendry County. Surveys conducted around the areas of infestation indicated that gladiolus rust was
limited to the commercial sites in Manatee and Hendry counties, and four residential gardens in the urban areas around the Manatee County farm. After the infestations were confirmed, all infected plant material was voluntarily destroyed.

Six rust fungi infect gladiolus, *U. transversalis* is the most economically important. If uncontrolled, total yield losses can occur. Pustules form mostly on foliage, but can also form on flower spikes. Rust spores are spread by wind, water, on people and garden tools, and long distances by movement of infected plants. It is not harmful to humans or animals.

If you have gladiolus plants in your landscape and think you have gladiolus rust symptoms, call the Florida Department of Agriculture’s helpline at 888-397-1517. State plant inspectors will examine suspect gladiolus rust-infected plants reported at no cost or penalty. For more information on gladiolus rust, visit [www.doacs.state.fl.us/pi](http://www.doacs.state.fl.us/pi).

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