



Matt Lollar

Santa Rosa County Extension Agent II,
Commercial Horticulture

Northwest Extension District

Profile

As Commercial Horticulture Agent in Santa Rosa County, FL, I educate farmers about fruit and vegetable production and green industry professionals about landscape installation and maintenance.

The Santa Rosa County Commercial Horticulture Program conducts educational events and activities designed for specialty crop farmers, green industries professionals, and youth. My extension assignment is in fruit and vegetable production and management, landscape and sports field installation and maintenance, and nursery and greenhouse production.

My specializations include fruit and vegetable production, hydroponic production, and landscape installation and maintenance.

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Educational Programs

Improving the Marketability of Specialty Crop Operations:

The specialty crop industry in Santa Rosa County includes production of fresh fruits, fresh vegetables, and nuts on small acreages, generally of 5 acres or less. The goals of this program are to provide current research and production information and to help develop business and marketing plans for specialty crop farmers.

Enhancing the Employability of Green Industry Professionals:

The Green Industry in Santa Rosa County includes professional landscape maintenance and installation companies, nursery and greenhouse production, and retail nursery operations. The goals of this program include educating Green Industry Professionals on proper landscape installation and maintenance practices and providing trainings for regulatory licenses and certifications.

Experience

Commercial Horticulture Agent
UF/IFAS Extension – Santa Rosa County
2018-present

Horticulture Agent
UF/IFAS Extension – Jackson County
2015-2018

Commercial Horticulture Agent
UF/IFAS Extension – Seminole County
2010-2015

Graduate Research and Teaching Assistant
Auburn University
2008-2010

Education & Certifications

Master of Science in Horticulture, Auburn University, 2010

Bachelor of Science in Horticulture, Auburn University, 2008

ISA Certified Arborist, 2021-present

FL Green Industries - Best Management Practices Certification, 2010-present