

# HLA HAPPENINGS

Issue 23-43 / November 10, 2023

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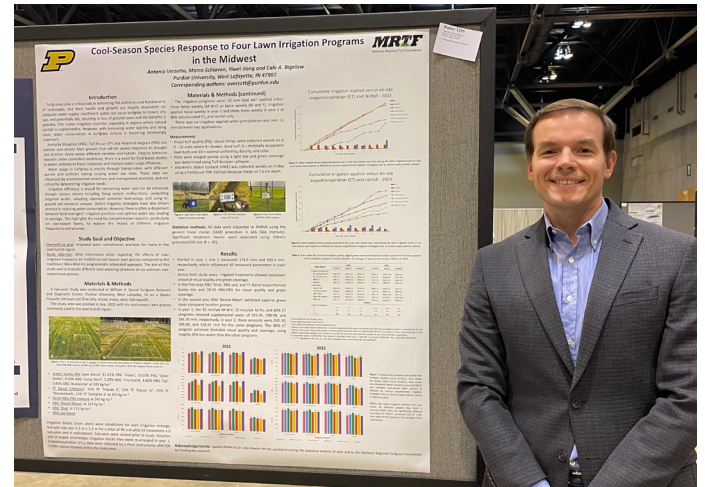
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## TURFGRASS GRADUATE STUDENTS PRESENTED AT CROP SCIENCE SOCIETY MEETING

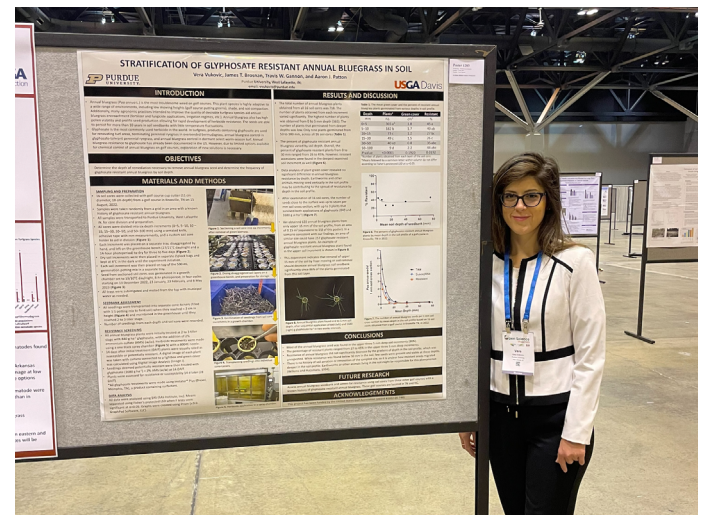


HLA graduate students **Stephen Campbell** (Bigelow Lab), **Antonio Verzotto** (Bigelow Lab), and **Vera Vukovic** (Patton Lab), presented at the annual Crop Science Society of America as a part of last week's 2023 ASA, CSSA, SSSA International Annual Meeting in St. Louis last week.

Stephen Campbell presented a poster, "Assessing interest and needs of Indiana High School Ag teachers for a turfgrass curriculum".



Antonio Verzotto had an oral presentation, "Cool season supplemental lawn irrigation: Does application frequency matter?" and a poster, "Cool-season species response to four lawn irrigation programs in the Midwest". Antonio earned first place for his poster in one of the Turfgrass Science Division graduate student poster competitions.



Vera Vukovic's poster "Stratification of Glyphosate Resistant Annual Bluegrass in Soil" earned second place in the Turfgrass Science Division graduate student poster competitions.

Congratulations on their effort and representing our program!

## STUDENT GARDENERS PREPARE THE JULES JANICK HORTICULTURE GARDEN FOR WINTER



Madeline Terrones hauling away gomprena to make room for spring bulb planting.

Thanks to student gardeners **Madeline Terrones** (Junior, HLA/Public Horticulture), **Eleanor Hicks** (Junior, HLA/Public Horticulture), and **Rebekah Brettschneider** (Sophomore, BTNY/Plant Science) with HLA graduate student volunteer **Ishraq Awashri**, who have been working through the fall semester in the Jules Janick Horticulture Garden. They are currently cleaning up the garden and preparing for spring bulb planting.

## DR. CARY MITCHELL TO SERVE ON NASA GRANT PROPOSAL PEER-REVIEW PANEL

**Dr. Cary Mitchell** will be in Arlington, Virginia November 13-16 to serve on a Human Systems grant proposal



peer-review panel for the NASA Innovative Advanced Concepts (NIAC) program. NIAC strives to identify and develop novel system-of-systems architectures that can enable entirely new space missions or greatly enhance existing ones, with potential ground-based spinoff or Earth benefits. Dr. Mitchell is not allowed to share proposed NIAC concepts until they walk among us (I thought I voted not to fund that one!).

## KAREN MITCHELL PRESENTED AT THE WOMEN OF THE GREEN INDUSTRY VIRTUAL MEETING



In a virtual meeting for the Women of the Green Industry, **Karen Mitchell** presented "The Social Side of Seeds: Growing Your Community" highlighting the importance of community building in the world of horticulture and landscaping. Seeds, both in the literal and metaphorical sense, can be powerful tools for fostering connections, networking, and professional growth within the green industry. Participants learned about a variety of methods to nurture relationships, share knowledge, and cultivate a vibrant garden community.

## ARTICLE ON PURDUE'S OREI PROJECT PUBLISHED



An article titled "So, how'd that research go?" about Purdue's multi-state OREI project "Bio-intensified field crop rotations in the upper Midwest: Quantifying effects upon pest management and yield" was featured in Flanagan State Bank's Organic Research Newsletter, November 2023.

This newsletter reaches about 280 subscribers in IL and the surrounding area.

## HLA BOWLING TEAM

Our team **Good Thyme Gang** played against We Don't Give A Split Monday afternoon at Mike Aulby's Arrowhead Bowl for Week 11 of the Purdue Staff and Students league. After tying in the first game and winning the second game, the opposing team bowled significantly well in the last game, gaining points for the last game and game series. We won 3 out of 8 points placing our team in 9th for the week.

In the Women's category: **Alexandra Jewell** placed 2nd in scratch game scoring a 176 and placed 1st with scratch series scoring a 505.

No placements in the Men's category.

### Come out and bowl with us!

We bowl 3 games on Monday nights at 6:30pm. All Purdue faculty, staff, students, and retirees are welcome. If you would like to bowl with us for a session during the season, please email Alexandra Jewell at [jewell4@purdue.edu](mailto:jewell4@purdue.edu).

## Juliano Marques, PhD

Postdoc Researcher, HLA, Purdue University  
Thursday November 16th, at 3:30pm,  
HORT 117 or join via Zoom

"Enhancing Consumer Intent to Purchase Green Food Products: Integrating Food Safety and Environmental Values through a Novel Measurement Scale"

**Abstract:** Consuming green foods (also called sustainable foods) has been associated with various health, environmental, and social benefits. Consumers tend to perceive green foods as nutrient-rich, free from harmful chemical residues, ecologically friendly, conducive to biodiversity preservation, supportive of fair labor practices, and beneficial to small-scale farming. The emergence of consumer behavior literature regarding green foods has altered how and why researchers investigate consumer purchasing and consumption behavior. Consumer's perceived values are a key determining factor of buying behavior; thus, consumer's perceived values are a decisive factor for determining product attractiveness and it is recognized as the foundation of all effective marketing activity. Given that consumer perceived valuation is a subjective construct, the value of a product perceived by the consumer will depend on the values that inherently accompany it. A recent group of researchers divided consumers' perceived value into four dimensions: functional (price, quality), conditional (utility, availability), social (status, self-image), and emotional (sense of well-being). Several researchers have studied the role of consumer's environmental concerns in the context of sustainable food systems. While studies have demonstrated the influence of food safety and environmental concerns on food purchase intentions, it is unknown how the role of these concerns align with consumer's perceived values. Our study developed a scale to align consumer's perceived values with food safety values and environmental concerns driving green foods purchasing. The study was divided into three stages. First, we assessed the content analysis of in-depth interviews with consumers in Indiana farmers' markets. Second, we created and validated the Green Food Perceived Value (GFPV) scale with green food consumers at farmers' markets in Brazil. Lastly, through a structural equation modeling, we analyzed the relationship between consumers perceived values with food safety and environmental concerns towards their intention to purchase green foods. The qualitative and quantitative methods adopted in this study proposed considerable implications for researchers, policymakers and industry stakeholders.

## HLA FALL SEMINAR: JULIANO MARQUES, PHD



College of Agriculture

Department of Horticulture  
& Landscape Architecture

### 2023 HLA Fall Seminar

Juliano Marques, PhD

Postdoc Researcher, HLA, Purdue University

Thursday November 16<sup>th</sup>, at 3:30pm, HORT117  
or join via Zoom



Coffee and light  
refreshments  
will be served

"Enhancing Consumer Intent to Purchase Green Food Products: Integrating Food Safety and Environmental Values through a Novel Measurement Scale"

**Abstract:** Consuming green foods (also called sustainable foods) has been associated with various health, environmental, and social benefits. Consumers tend to perceive green foods as nutrient-rich, free from harmful chemical residues, ecologically friendly, conducive to biodiversity preservation, supportive of fair labor practices, and beneficial to small-scale farming. The emergence of consumer behavior literature regarding green foods has altered how and why researchers investigate consumer purchasing and consumption behavior. Consumer's perceived values are a key determining factor of buying behavior; thus, consumer's perceived values are a decisive factor for determining product attractiveness and it is recognized as the foundation of all effective marketing activity. Given that consumer perceived valuation is a subjective construct, the value of a product perceived by the consumer will depend on the values that inherently accompany it. A recent group of researchers divided consumers' perceived value into four dimensions: functional (price, quality), conditional (utility, availability), social (status, self-image), and emotional (sense of well-being). Several researchers have studied the role of consumer's environmental concerns in the context of sustainable food systems. While studies have demonstrated the influence of food safety and environmental concerns on food purchase intentions, it is unknown how the role of these concerns align with consumer's perceived values. Our study developed a scale to align consumer's perceived values with food safety values and environmental concerns driving green foods purchasing. The study was divided into three stages. First, we assessed the content analysis of in-depth interviews with consumers in Indiana farmers' markets. Second, we created and validated the Green Food Perceived Value (GFPV) scale with green food consumers at farmers' markets in Brazil. Lastly, through a structural equation modeling, we analyzed the relationship between consumers perceived values with food safety and environmental concerns towards their intention to purchase green foods. The qualitative and quantitative methods adopted in this study proposed considerable implications for researchers, policymakers and industry stakeholders.

Purdue University is an Equal Access/Equal Opportunity Institution.

# INDIANA HORT CONFERENCE AND EXPO

## HORT INDIANA CONFERENCE & EXPO

Please join us

January 22-23, 2024

REGISTRATION OPENS NOVEMBER 1

Hendricks County Fairgrounds  
1900 E Main St, Danville, IN 46122

EDUCATION · PARP, CCA, CCH CREDITS AVAILABLE!  
TRADE SHOW · SOCIAL & NETWORKING EVENTS  
SILENT AUCTION · CIDER CONTEST

[www.IndianaHortConference.org](http://www.IndianaHortConference.org)



Registration is now open: <https://indianahortconference.org/>

### Newsletters

- Facts for Fancy Fruits: <https://fff.hort.purdue.edu/>
- Vegetable Crops Hotline: <https://vegcropshotline.org/>
- Purdue Landscape Report: <https://www.purduelandscapereport.org/>
- Greenhouse and Indoor Production of Speciality Crops: <https://mdc.itap.purdue.edu/newsearch.asp?sub-CatID=425%20&CatID=10>

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