Back Pocket Grower

a customizable training website for mobile devices

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Goals of Back Pocket Grower

- Mobile delivery of floriculture training information out into greenhouse
- Multiple university & industry collaborators
- Ability to customize
  - “Accounts” for a company, organization, or event
  - Selection of available “resources” (crop guides, apps, videos)

BackPocketGrower.com

- Funded by Floriculture Research Alliance partners of the University of Florida
- Designed by Dr. Bruce MacKay, thomasBaine Ltd., New Zealand

Plug and Cutting account of Back Pocket Grower

- Go to backpocketgrower.com with your browser.
- Looks best on a mobile device.
- Log in (password for temporary Plug and Cutting account: FERT2014)

Three components

Training

- Over 140 videos
  - Greenhouse Management
  - Cuttings
  - Seedling plugs
  - Grower case studies
  - Fertilizers
  - Substrates
  - Irrigation
  - Water quality

Tools

- Calculators and decision-support tools (10)
  - Dilutions and fertilizers
  - Growing media use and testing
  - Crop budgets
  - Water treatment technologies
  - Not true “apps”

Guides

- Unlisted youtube videos
- Text bulletins (html)
- In many cases bilingual English/Spanish
- Multiple contributors
- Example: Sticking cuttings

Interactive tools

- Interactive tool examples: Dilutions
Cute tools & videos are not enough...

- Companies & providers need to identify:
  
  1. What training will have the most impact?
  
  Three levels
  - Production staff
    - Standardized skills and ways of working (knowing "how")
  - New grower/team leader
    - Decision-making knowledge (knowing "why") and leadership
  - Experienced grower/Technical sales
    - Latest high-level technical knowledge

(3) Who will teach them?
- University
- Consultant
- Head grower/Supervisor
- HR?

(4) When and where to teach?
- New employee orientation
- Weekly grower meeting
- Conferences
- After hours

(5) How will you evaluate learning?

(6) What is the incentive to learn?

(7) How will learning be reinforced?

(8) How will you know if training was successful?