

2025 Impact Report

for the Minnesota State Horticultural Society



Thanks for your support!

From growing the next generation of gardeners to supporting hundreds of community gardens, here's a taste of all we accomplished together in 2025.

COMMUNITY OUTREACH

16,222 participants engaged

MSHS's two signature community outreach programs—Minnesota Green (MG) and Garden-in-a-Box (GIAB)—served a growing number of gardeners of all ages and skill levels.

- ✔ 1,115 free garden kits (500 new) distributed to 12,980 GIAB participants (11,707 children) growing food and flowers across MN
- ✔ 13,772 pounds of food grown by GIAB participants across 47 counties
- ✔ 4,460 nutritious meals accessed from GIAB-grown gardens
- ✔ 90% of GIAB groups brought together multiple generations in their garden
- ✔ 26,000 plants and 10,695 seed packets distributed through MG from 30 separate donations
- ✔ 3,242 gardeners served across 1,944 garden plots
- ✔ 31,896 pounds of food grown in MG community gardens with 29,106 pounds donated to local food shelves
- ✔ Languages spoken in MG gardens include: English, Chinese, Spanish, Amheric, Karen, French, Arabic, Nepali and Hmong

"We were able to invite children and adults to taste fresh food. We were able to grow and give away food while showing people how to do it themselves. Children tried foods they would not have normally tried if it weren't for picking it themselves and sheer curiosity! We experienced meaningful time outdoors while providing a place to inspire the awe factor of locally-grown food. We were blessed to pick up several plants and materials this season, and those plants were nurtured by real people, in order to feed real people. MN Green helped up carry out our goals of improving nutrition and food security at a time when eating healthy is not cheap!"

—Christa T., Restoring Gardens



EDUCATION

62,000+ gardeners given access to quality resources

In 2025, MSHS launched the new Northern Gardener School to offer 4 new on-demand lesson modules and 2 Sustainable Landscape Design Basics webinars, serving hundreds of gardeners of all ages and backgrounds. We continued collaborating with a long list of knowledgeable instructors to bring high-quality, in-depth educational programming, all focused on cold-climate gardening.

MSHS also launched the newly-redesigned Northern Gardener Tool Shed, providing a database of resources that can be searched in total or by gardening interest, or "persona". Resources may also be navigated by type, such as video, download or article.

Any resources using live text on the website (such as a blog article or resource webpage) may be translated to a number of languages using a new translation dropdown tool. The website also has a number of added accessibility features (focusing on fonts, colors and image contrasts) to stay ahead of industry standards.

In 2025, **over 62,000 website users** accessed resources available in The Tool Shed and Northern Gardener School. In 2026, there will be a renewed focus on collecting and disseminating more resources internally and from partners for emerging farmers, ESL farmers and gardeners of all skill levels and backgrounds.

"We just bought a new house in June and the yard was a blank slate... so inspiration from Northern Gardener resources and mom's gardening expertise were put to work right away!"

—Maxwell T., member



MEMBERSHIP

"MSHS has served Minnesota gardeners for well over a century. It is the number one resource for Zone 3, 4 and 5 gardeners and has been the major resource for us as we have gone from beginning to competent gardeners."

DIANE M.
Rochester, MN

9,654 members served in 2025

- ✔ 11% increase in new members
- ✔ 31% live outside the Twin Cities metro area (6% increase from 2024)
- ✔ 11% live outside of Minnesota (1% increase from 2024)

MEDIA OUTREACH

Half a million gardeners reached

NORTHERN GARDENER MAGAZINE

Written and edited by northern gardening pros for gardeners of all skill levels in USDA Hardiness Zones 3, 4 and 5, this award-winning publication is the only one of its kind. From inspirational garden features to tips for gardening more sustainably, each seasonal issue (published quarterly) is packed full of northern gardening advice, DIY projects and current trends, all rooted in science and trusted experience.

- ✔ 13,200 readers per issue (members, libraries and newsstands) across 3 countries, 41 states and 5 Canadian provinces
- ✔ Popular articles: **Global Gardens** by Gail Hudson (2025), **Homegrown Heat** by Meg Cowden (Summer 2025), **Bringing Your Soil to Life** by Michelle Bruhn (Fall 2025) and **Hort Therapy** by Jennifer Rensenbrink (Winter 2025)

NORTHERN GARDENER E-NEWS

Distributed twice a month to subscribers with the latest seasonal tips, community events and educational opportunities to keep growing year-round. ([Subscribe here](#))

- ✔ 27,900 subscribers (increase of 1,400 from 2024) with a 59% average open rate
- ✔ 24 editions emailed to 43 US states and 3 Canadian provinces

NORTHERN GARDENER ONLINE

Together, the Tool Shed and our website provide free access to growing tips, an event calendar and maps of community gardens, while our social media presence continues to connect gardeners with quick nuggets of info.

- ✔ 16,517 followers across Meta, LinkedIn, YouTube and Pinterest (+2,000 followers from 2024)
- ✔ 270 social media posts with a total of 241,294 impressions, 12,952 link clicks and over 930 shares
- ✔ 562,227 organic website visitors (72,947 monthly visits), up over 14% from 2024

"As a zone 4 gardener, MSHS's Northern Gardener magazine is the only gardening magazine that is 100% appropriate to local conditions. As a master gardener committed to disseminating information about best gardening practices, I find MSHS to be an invaluable resource!"

—Sue S., Member



VOLUNTEERS

2,000 volunteer hours logged

Our lean staff of five can't do this mountain of work alone. In 2025, 218 generous volunteers donated time and skills in the board room, on committees and as office support, plant deliverers, seed sorters, gardeners, educators, bloggers, moderators and event support. Their logged hours are quantifiable, but the value? Priceless.

"Thank you for giving me the opportunity to meet and talk with all the people who came to visit the Northern Gardener display. We have a wonderful community who love to garden!"

—Kirsti G., Home + Garden Show volunteer

