**Situation:**
Recent record breaking freezes and citrus disease outbreaks have resulted in loss of dooryard fruit trees including citrus trees in Volusia County landscapes. Interest has increased from individuals looking for alternative plants to meet the demand of edible fruit trees in the landscape.

**Results:**
Four-hundred pomegranate trees (30 varieties) were produced at the UF-IFAS Citrus REC in Lake Alfred, FL. All 400 trees were sold in Volusia County with future orders exceeding 125 trees. $2400 in proceeds provided by the tree sale provided funds for the county 4-H Horticultural youth program. Evaluation data through show of hands showed that 98% (n=85) participants increased knowledge relating to the establishment of Pomegranate trees.

**Conclusion:**
All 400 trees were successfully planted in to Volusia County dooryards. Popularity generated from this program sparked the need for further production by two nurseries in the central Florida area to meet the demand. In the Spring of 2012 the Florida Pomegranate Organization was formed.

**Methods:**
The UF research and extension team responded by providing educational opportunities to Volusia county homeowners, master gardeners, commercial-scale operations on the benefits and establishment of pomegranates in the dooryard. Educational opportunities included:
- UF Pomegranate website
- Newspaper articles
- Newsletters
- Seminars
- Television program
- Radio interviews
- Fact sheet on cultivating pomegranates

**UF Pomegranate website:**
http://www.crec.ifas.ufl.edu/extension/pomegranates/

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