Texas Triple-P: Plant Phenology Project

Improving Plant Identification & Rangeland Habitat Management

Texas A&M AgriLife Extension

Program Brief

Extending Knowledge | Providing Solutions

New Online Course!

Program Description

The **Texas Triple-P: Plant Phenology Project** aims to foster a thriving community of Texans that are passionate about plants and rangelands through development of new technology and educational resources. This goal will be obtained through: (1) the creation of curriculum and training needed to equip leaders to become coaches and mentors for plant identification and range evaluation contests to empower youth, (2) development of the TX Plant app - a useful study aid for youth and plant enthusiasts, and (3) the development and delivery of educational resources and courses to empower managers, landowners, and industry professionals.

Relevance

In 2023, survey respondents reported a decline in the offering and in youth participation in 4-H and FFA plant identification contests in Texas and reported a need for plant identification resources. Available plant identification resources often include technical language and most do not provide insight into how to distinguish the plant from common look-a-likes in the area. Defining key characteristics, the common look-a-likes in the area, and how to distinguish them is necessary for accurate plant identification. An understanding of the plant's identity is necessary to gain insight into the plant's value or risk and how to manage it. Thus, accurate plant identification is one of the first steps to sustainable rangeland habitat management.

FY 25 Highlights

81%
Overall average increase in knowledge related to plant identification & phenology.

23,773
Acres positively impacted from knowledge gained at workshops, valued at $991.47 per acre.

$3.88-million
Total value participants placed on the knowledge they gained during training events, averaging $79,189 per participant.

48
Participants enrolled in the new online TX Triple-P course in its first 6-months.

Texas A&M AgriLife Extension | USDA NIFA | Texas RREA | Texas A&M University Rangeland, Wildlife & Fisheries Management | WT Department of Agricultural Sciences West Texas A&M University | TCU

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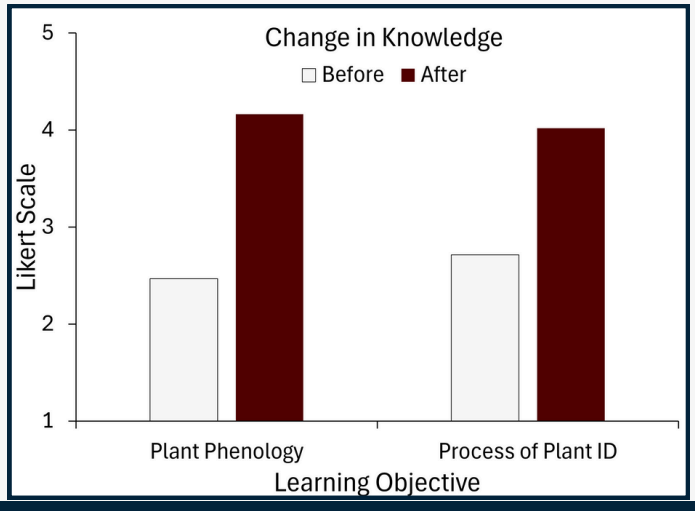
Response

A well-versed team of authors have come together to share their knowledge of the defining characteristics and common look-a-likes for the plants on the Master Plant List used in 4-H and FFA contests. This information is central to accurate plant identification and is a key component of all the educational resources we are developing. In 2025, we released an online course that covers the first three lessons of the Texas Triple-P Level I Certified: The Basics of Plant Identification, Phenology, and Value curriculum. We're currently working with staff and the TAMU Range Plant Team to obtain all the plant images we need to support the development of the project deliverables.

Results

- 1,138 photos added to the plant photo database.
- 66 participants representing 27 TX counties participated in 3 free educational short presentations.
- There was a 90% and 71% increase in knowledge on plant phenology and the process of plant identification (ID), respectively (see graph below).
- Participants reported an above average (4.3/5) intent to continue to use the knowledge they gained, assisting them in managing 23,773 acres valued at $991.47/acre.
- Participants valued the knowledge they gained from the workshops at $3,880,265, averaging $79,189 per participant.
- 33% are interested in becoming a plant ID coach and 80% are interested in continuing the course online.
- The project and online course were promoted to 10,307 individuals through events, newsletters, and social media.
- 48 participants registered for the new online TX Triple-P course within its first 6-months of being released.



Authors

Learning from the best!

Project Team

These programs are a collaborative effort between faculty and staff at Texas A&M AgriLife Extension Service, Texas Christian University College of Science & Engineering, West Texas A&M University Department of Agricultural Sciences, Texas A&M University Department of Rangeland, Wildlife & Fisheries Management.

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