How is horticulture a science, a technology, and an industry?
Key Questions

- Why is horticulture a science, technology, and an industry?
- What are the three major areas of horticulture?
- What is the history of horticulture?
- Why is horticulture popular?
Why is horticulture a science, a technology, and an industry?

- **Agriculture** - The production of plants and animals to meet basic human needs (food, clothing, shelter).
- Includes three important areas:
  - Horticulture
  - Agronomy
  - Forestry
Horticulture

- Culture of plants for food, comfort, and beauty
Agronomy

- Production of traditional crops, such as grain and fiber.
Forestry

- Production of trees for timber
Where does the word horticulture come from?

- Latin derivative

Hortus (garden) + Colere (cultivate) = Horticulture
The horticulture industry

All activities that support meeting the needs of consumers of horticulture products

1. Supply and service to growers
2. Production of crops
3. Processing crops
4. Marketing
5. Distribution
How is horticulture a science?

- Botany
  - The study of plants including the life cycle, structure, growth, and classification

- Combines plant science, soil science, & biotechnology
What is horticulture technology?

- Applies science to horticulture production
- Tools used to control and manage plant’s environment
- Cultural practices to impact visual, functional, and productive qualities of plants
What are the three major areas of horticulture?

- Ornamental Horticulture- growing and using plants for their beauty inside and outside our homes.

- Food Crop Production- growing crops for use as food.
  - Olericulture and pomology
What are the 3 major areas of ornamental horticulture?

- Floriculture
- Landscape horticulture
- Interiorscaping
What is floriculture?

- Production, transportation, and use of flower and foliage plants
  - Growing flowers for floral designs
  - Growing potted plants to sell
  - Growing bedding plants for transplanting into gardens
What is landscape horticulture?

- Producing and using plants to make our outdoor environment more appealing
  - Nursery: place where plants, shrubs, and trees are started for transplanting
  - Landscape operators: design planting plans, install material, and maintain plants
  - Lawn and turf maintenance: planting, fertilizing, and mowing turfgrasses
  - Golf course management: maintain all the grass areas of the golf course
What is interiordscaping?

- Use of foliage plants, grown and sold for their beautiful colored leaves and stems, to create pleasing and comfortable areas inside buildings.
What is Food Crop Production?

- Growing crops for food
- Olericulture - growing, harvesting, storing, processing, and marketing vegetables
  - Examples
- Pomology - growing, harvesting, storing, processing, and marketing of fruits and nuts
  - Examples