

Benefits of the Horticulture Industry

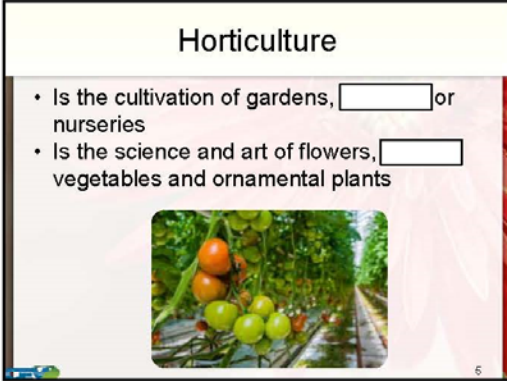


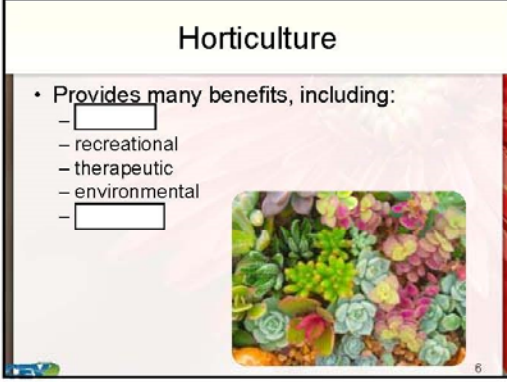




Benefits of the Horticulture Industry







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Branches of Horticulture


- Include:
 - pomology
 -
 - olericulture
 - landscape horticulture
 - medicinal horticulture
 - nursery/plant



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Pomology


- Is the production and cultivation of fruit and nut crops
- Includes the development of new fruits and the of various fruits for desired traits, such as:
 - hardiness
 - disease resistance
 -



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Floriculture

- Includes the production, and processing of flowers and foliage plants
- Involves plants, such as:
 - bedding and garden plants
 - foliage plants
 - potted flowering plants
 - cut flowers
 - cut greens and floriculture material




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Olericulture

- Is the production of food crops
- Encompasses crop establishment, such as:
 - selection of seeds
 - preparation
 - establishment of vegetable crops by seed and transplants



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Landscape Horticulture


- Is the production and use of plants to the environment
- Provides:
 - tranquility
 - aesthetic enjoyment
 - sense of



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Medicinal Horticulture

- Involves large groups of plants used in medicine and practice for therapeutic or preventative purposes
- Provides:
 - medicine
 - support of official medicine
 - preventative medicine




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Nursery/Plant Propagation

- Is a place where plants are grown for the sake of being moved or later
- Is conducted through seed or vegetative practices, such as:
 - cuttings
 -
 - tissue culture



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Aesthetic, Recreational & Therapeutic Value



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Plants

- Have aesthetic, and therapeutic value
 - aesthetics are pleasing in appearance; beauty
 - recreational is the means of or diversion; hobby
 - therapeutics provide or assist in a cure; curative




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Plants


- With aesthetic, recreational and therapeutic value include:
 -
 - trees
 - bushes
 - garden plants
 -



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Flowers


- Provide beauty
 - colorful brighten up a room or space
- Express emotion
 - often used as gifts and for special occasions



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Trees

- Provide shade
- Can create a windbreak
 - groups of trees which protects an area from wind
- Reduce pollution
- Improve of homes, parks and other landscape
 - often adds color, aroma and shade



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Bushes

- Allow for a more natural environment
 - provides a place for and decomposition of birds, wildlife and other living organisms
- Create a and shade for its surroundings



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Garden Plants

- Are produced by and large scale operators
- Provide food for families on a non-commercial scale
- Impact the environment by:
 - cleaning the air
 - absorbing carbon dioxide
 - releasing



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Lawns

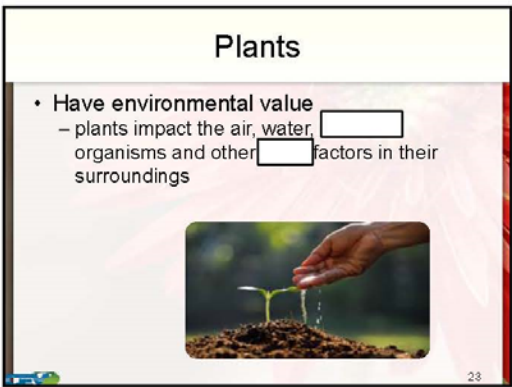
- Offer pleasing backdrops for other landscape plantings as well as environmental benefits
 - preserve and protect soil, air and resources

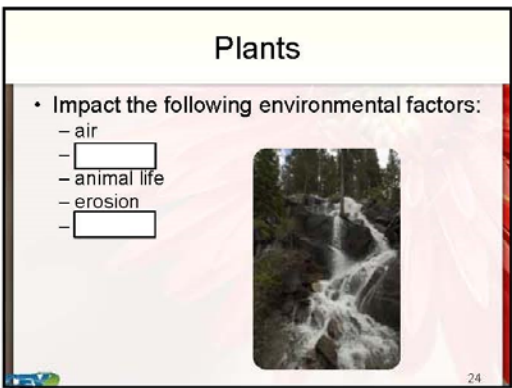


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Air


- Is impacted by horticulture
 - plants produce oxygen and remove dioxide from the atmosphere
 - plants enhance air quality by reducing toxins through a process called



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Plants


- Are often used to improve indoor quality in homes and workplaces
- Utilized indoors include:
 - ivy
 -
 - potted flowers
 - small trees
 - shrubs



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Soil

- Provides habitat for insects, burrowing mammals and other organisms
- Recycles raw materials
- Provides plant benefits, such as:
 -
 - oxygen
 - nutrients




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Animal Life


- Is affected by horticulture
 - plants are a food source for many animals
 - plants make up much of the and biological environment for the everyday of animals



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Erosion


- Is the process by which the surface of the earth gets down



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Erosion

- Is impacted by horticulture
 - plants provide to the soil
 - plants slow down water as it flows over the land
 - roots of the plants hold the soil in
 - plants break the impact of raindrops before they hit the soil




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Run-Off


- Can be described as the on land which reaches streams



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Run-Off

- Is impacted by horticulture
 - grassy in fields help reduce run-off by slowing water rates in vegetated areas
 - plants provide a secure foundation so water will not wash , fertilizers and pesticides into waterways



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Economic Value

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Horticulture


- Has value
 - economics refer to the process in which goods and services are sold and bought



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Horticulture


- Impacts the following sectors of the economy:
 - plant
 - research
 - sales and marketing products and services



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Plant Production

- Is the industry responsible for the planting and of plant products including:
 - foods such as fruits, vegetables, grains, etc.
 - landscape plants
 - plants used in manufacturing, such as cotton
- Generates more than billion in the United States



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Plant Production


- Provides jobs for more than million Americans
- Careers in this field include:
 - quality control inspector
 - landscape service
 - garden center management
 - food processing
 - orchard or management



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Research

- Conducted through studies allow from around the world to seek new pathways to enhance and document the impact of horticulture
- Also shows the relationships between and the plant world



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Research

- Careers in this field include:
 - extension horticulture specialist
 - research
 - biological science technician
 - director of research and development
 - irrigation analyst
 - greenhouse research technician
- Generates over billion in the United States



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Benefits of the Horticulture Industry

Research

- Provide jobs for more than Americans
- Careers in this field include:
 - 4-H special projects manager
 - research assistant and plant testing
 - post doctoral research
 - research scientist



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Sales & Marketing

- Of horticulture products are part of a international business structure
 - the horticulture industry generates more billion in the United States



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Related Products & Services

- Provide many other for horticulture to help generate money and add versatility to the industry
- Generates more than billion in the United States



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Benefits of the Horticulture Industry

Related Products & Services

- Provides jobs for more than Americans
- Careers in this field include:
 - processors
 - distributors
 - garden centers
 -
 - florists
 - teaching



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Resources

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