



Floriculture



Floriculture is the study and practice of growing, harvesting, storing, processing, and marketing flowers and ornamental plants. These plants can be grown for use in landscaping and gardening, floral design (bouquets, wreaths, etc.), interior decoration, and events and celebrations. Floriculture is a branch of horticulture.

Common plants in floriculture include cut flowers (roses, lilies, tulips, chrysanthemums, carnations, gerberas), foliage plants (ferns, palms, dracaena), potted plants (orchids, poinsettias, anthuriums), and bedding plants (petunias, marigolds, impatiens).

Floriculture practices include greenhouse cultivation (provides controlled conditions for year-round production), tissue culture (used for mass propagation of disease-free plants), hydroponics (soil-less growing method used for certain flowers), post-harvest management (involves cooling, grading, packaging, and transporting flowers to maintain freshness).

Floriculture provides jobs in farming, research, retail, wholesale, landscaping, and design sectors. Floriculture career options include:

- **Grower/Floriculturist:** Cultivates flowers and ornamental plants in greenhouses or open fields.
- **Florist/Floral Designer:** Arranges and sells flowers for events, retail, and decoration.
- **Post-Harvest Technologist:** Manages the handling, storage, and transport of flowers to maintain freshness.
- **Plant Breeder/ Geneticist:** Develops new flower varieties with improved traits (color, size, disease resistance).
- **Floriculture Business Manager:** Oversees operations, sales, and marketing for floriculture enterprises.
- **Research Scientist:** Conducts research on plant health, new technologies, and sustainable practices.



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si=UiCgYhPQjc2AE-gd](https://youtu.be/9R9oBX9gAHU?si=UiCgYhPQjc2AE-gd)