

# Contents

## Preface

### **1. The Floriculture Industry 1**

Related Industries. Floriculture Production and Marketing Businesses. The Customers' Needs for Flowers and Ornamental Plants. Floriculture Business Competition. Sources of Supply for Commercial Flower Forcers. Trade Organizations. Education and Research in Floriculture. Publications.

### **2. Facilities for Commercial Flower Forcing 9**

Market Evaluation. Funds for the Production Facility. *Availability of Money for Financing a Greenhouse Business.* Personnel for Commercial Flower Forcing. The Greenhouse Site. Utilities. Greenhouse Structures. *Size and Arrangement of Houses. Types of Greenhouse Framework. Types of Greenhouse Covering Materials. Conservation of Heat Energy. Ventilating and Air-Movement Equipment. Carbon Dioxide Generation Equipment. Greenhouse Benches. Workroom. Conveyors. Cloth Houses. Lath Houses. Bulb Storage. General Storage. Greenhouse Heating and Cooling. Sensing Temperatures. Sources of Heat. Methods of Distributing Heat. Boilers for the Greenhouse Heating System. Operation of the Boiler. Heating Equipment for Emergencies. Emergency, Standby Power. Figuring the Heat Requirement of the Greenhouse. Methods of Distributing Heat in the Greenhouse. Arrangement and Placement of Heating Lines. Steam Traps. Heating-Line Controls. Special Heat Requirements. Providing Steam for Treatment of Soil and Equipment. Reducing*

*Temperatures in the Greenhouse. Design of the Fan and Pad Cooling System. Cool Storage. Equipment for Commercial Flower Forcing. Equipment for the Control of Light. Equipment for Control of Moisture. Equipment for Handling Fertilizer. Pest and Pathogen Control Equipment. Equipment for Application of Other Agricultural Chemicals. Equipment for Preparation of Soil for Planting. Materials-handling Equipment. Repair and Construction Equipment.*

### 3. Plant Growth and Development 8

*Metabolism in Plants. Photosynthesis. Translocation. Assimilation and Synthesis. Respiration. Enzymes. Hormones. Roots and Shoots. Growth in Length. Growth in Diameter. Stem Nodes and Internodes. Indeterminate and Determinate Stem Growth. Branching in Plants. Metabolism in Roots and Shoots. Metabolism in Flowers. Dormancy and Quiescence. Leaves and Bracts. Leaf Characteristics. Flowers. Terminal Flowers. Lateral Flowers. The Showy Portion of Flowers. Inflorescence. Plant Reproduction. Sexual Reproduction. Vegetative Reproduction. Heredity in Plants. Plant Names.*

### 4. Environmental Effects on Plants 9

*The Above-Ground Environment. Light and the Electromagnetic Spectrum. Above-Ground Temperature. Gases above Ground. Liquids above Ground. Pests above Ground. Pathogens above Ground. Aerial Portions of Other Plants, Structures, and Equipment. The Below-Ground Environment. Naturally Derived Soils. Mixed Soils for the Greenhouse. Soil Temperature. Irrigation. Soil Mineral Nutrients. Fertilizers. The Soil Pests. The Soil Pathogens. Weed Control with Greenhouse Crops. Effects of Human Beings in the Plant Environment.*

### 5. Cut-Flower Crop Production 1

*Outdoor Crops in Mild Climates. Land for Cut-Flower Production. Structures for Cut-Flower Crops. Soil Preparation for Cut-Flower Crops. Methods for Maintaining Good Rates of Water Drainage in Soil. Fertilizer and pH Adjustment in Cut-Flower Soil Preparation. Organic and Slow-Release Fertilizers. Tilling Methods for Cut-Flower Crop Soils. Soil Disinfestation. Planting, Spacing, and Supporting Cut-Flower Crops. Irrigation of Cut-Flower Crops. Fertilizer Application for Cut-Flower Crops. Fertilizers for Dry Application to the Soil Surface. Fertilizers for Liquid Application. Methods for Making Liquid Applications of Fertilizer. Soil Plant Analysis. Pinching and Pruning Cut-Flower Crop*

Plants. Cutting and Grading Cut-Flower Crops.  
 Transportation of Cut Flowers. Pest and Pathogen Control  
 for Cut-Flower Crops. Rotations for Cut-Flower Crops.  
 Cut-Flower Crops. *Aster*. *Baby's Breath*. *Bachelor's Button*.  
*Calla*. *Candytuft*. *Carnation*. *Celosia*. *Chrysanthemum*.  
*Daffodil*. *Delphinium*. *Forget-Me-Not*. *Freesia*. *Gladiolus*.  
*Iris*. *Larkspur*. *Orchid*. *Rose*. *Schizanthus*. *Snapdragon*.  
*Statice*. *Stephanotis*. *Stock*. *Transvaal Daisy*. *Zinnia*.

## 6. Pot-Plant Crop Production 279

The Pot-Plant Crops. Land for Pot-Plant Production.  
 Structures for Pot-Plant Crops. Pots. Containers. Soil  
 Preparation for Pot-Plant Crops. Sowing, Sticking, Pot-  
 ting, and Transplanting. Irrigation of Pot-Plant Crops.  
 Fertilizer Application for Pot-Plant Crops. Transportation  
 of Pot Plants. Assembling and Wrapping Pot Plants for  
 Shipping. Pest and Pathogen Control for Pot  
 Plants. Pot-Plant Rotations. Flowering Pot Plants.  
*African Violet*. *Azalea*. *Elatior Begonia*. *Calceolaria*.  
*Cherry*. *Christmas Cactus*. *Chrysanthemum*. *Cineraria*.  
*Clerodendrum*. *Crocus*. *Cyclamen*. *Daffodil*. *Exacum*.  
*Fuchsia*. *Gloxinia*. *Hyacinth*. *Hydrangea*. *Kalanchoe*.  
*Lily*. *Pepper*. *Poinsettia*. *Primula*. *Rose*. *Schizanthus*.  
*Sireptocarpus*. *Tulip*. *Zinnia*. Foliage Plants. Foliage-  
 Plant Production Areas. Foliage-Plant Marketing. Foliage-  
 Plant Growing Environments and Holding Environments. Foliage  
 Plants Listed by Genus. Bedding Plants. *Acalypha*.  
*Ageratum*. *Alternanthera*. *Alyssum*. *Asparagus*. *Begonia*.  
*Browallia*. *Caladium*. *Canna*. *Celosia*. *Chrysanthemum*.  
*Coleus*. *Cordylina*. *Croton*. *Dahlia*. *Dianthus*. *Dusty*  
*Miller*. *Echeveria*. *Flowering Maple*. *Fuchsia*. *Geranium*.  
*Globe Amaranth*. *Impatiens*. *Iresine*. *Lantana*.  
*Lobelia*. *Marigold*. *Nicotiana*. *Pansy*. *Petunia*. *Pblox*.  
*Salvia*. *Santolina*. *Snapdragon*. *Verbena*. *Vinca*. *Zinnia*.

## 7. Marketing 403

Marketing through Wholesale Commission Houses.  
 Selling Directly from the Wholesale Greenhouse to the  
 Retail Shop. Preparation of Flowers for Market.  
 Keeping Qualities of Cut Flowers.

## 8. Costs of Production 417

Costs Vary with the Expenditures and the Quantity  
 Produced. Labor Is the Largest Item in Cost of  
 Production. Means of Reducing Costs of Production.

## Index 423