

Horticulture Careers and Other Related Fields of Study

HORT 2201

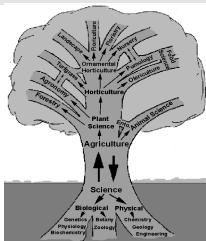
Top Agricultural Commodities in Georgia*

Comparative Georgia Commodity Values by 2007 Ranking

- ✂ Poultry \$5.4 billion
- ✂ Horticulture \$3.2 billion
- ✂ Row and Forage Crops \$1.7 billion
- ✂ Livestock & Aquatics \$1.3 billion
- ✂ Forestry \$597 million

2007 Farm Gate Values

Relationship of Horticulture to its Disciplines (Branches) and Other Science and Technologies



Definition of Agriculture

Agriculture - ('agri' = field, 'cultura' = cultivation).

It is the science and technology of growing and raising plants and animals.

Areas of Agriculture that relate to plants (Applied Plant Science)

- ✂ **Forestry** - the science and technology of culturing, utilizing and improving forest trees and their products (ex. pulp, resins, oils, etc.)
- ✂ **Agronomy** - the science and technology of culturing, utilizing and improving field crops (grasses, fiber, and forage crops)
- ✂ **Horticulture** – see next slide

Definition of Horticulture

- ✂ The intensive cultivation of plants
- ✂ Garden cultivation
- ✂ The science, technology and art of culturing, utilizing, and improving fruit/nut, vegetable, flowering and ornamental plants ('hortus' = garden, 'cultura' = cultivation)

First known use of term horticulture

- ✂ *Horticultura* found in writings by Peter Laurenberg in 1631
- ✂ Mentioned in the new world of English words (London) by E. Philips in 1678

Areas of Horticulture

- ✂ **Olericulture** - the study of vegetables production (field and greenhouse)
- ✂ **Pomology** - the study of fruit production in apples, citrus, small fruits such as strawberries, raspberries, blueberries as well as nuts (i.e. pecans, almonds)
- ✂ **Viticulture** - the study of grapes
- ✂ **Food Technology** - the study of processing and preserving food produced in the above areas
- ✂ **Environmental Horticulture**
- ✂ **Turf**

Environmental Horticulture (Ornamental Horticulture)

- ✂ It is the study of horticulture for aesthetics, improvement of quality of life and our environment, and functional uses (ex.: energy conservation)

Areas of Environmental Horticulture

- ✂ **Floriculture** - the science and practice of cultivating and producing flowering and foliage plants
- ✂ **Floristry** – the art of floral design and practice of retail florist management
- ✂ **Nursery Crop Production** - the science and practice of cultivating plants for the landscape
- ✂ **Arboriculture** - the science of growing and caring for ornamental trees.

Areas of Environmental Horticulture

- ✂ **Landscape Design** - the art and science of arranging plants in the landscape for human use and enjoyment
- ✂ **Landscape Architecture** - the science, engineering and art to create outdoor rooms for human use and enjoyment.
- ✂ **Interior Plantscaping** - the art and science of design, installing and maintaining plants in indoor settings for human use and enjoyment

Turfgrass Management

- ✂ The science and practice of cultivating, producing and managing turfgrasses for lawns, landscapes, sport facilities and golf courses (in Agronomy in many Universities)

Classical Guidelines for Placement of a Crop in Horticulture, Agronomy, or Forestry

- ✂ **Intensity of Production** – example strawberries vs. cotton
- ✂ **Purpose Crop is Grown** – example oak or pecan trees in forest vs. landscape
- ✂ **Tradition or Custom** – example sweet vs. field corn, or tobacco

Career Opportunities of Horticulture



Landscape Horticulture

- **Production Nursery** - propagator, inventory manager, field supervisor, manager, salesperson, sales manager, shipping supervisor, traffic manager, broker, quality control manager (scout)
- **Herbaceous Plant and Seed Producers** - plant breeder, propagator, independent grower, sales manager, salesperson and dealer

Landscape Horticulture (con't)

- ✂ **Landscape Installation** - construction supervisor, construction superintendent, architect/designer, estimator, salesperson, manager
- ✂ **Landscape Maintenance** - crew supervisor, superintendent of operations, floriculture supervisor, turf manager, salesperson, manager, arborist

Landscape Horticulture (con't)

- ✂ **Garden Center (Retail Nursery)** - buyer, landscape designer, plant technician, manager
- ✂ **Arboretum, Botanical and Horticultural Gardens** - writer, researcher, propagator, educational director, librarian, director, curator, greenhouse manager

Landscape Horticulture (con't)

- ✂ **Floriculture/Floristry**
 - Production - grower, production superintendent, marketing manager, inventory controller
 - Wholesale Florist - manager, buyer, salesperson, designer
 - Retail Florist - store manager, sales clerk, designer

Turfgrass (Horticulture and Agronomy)

- ✂ **sod production** - farm manager, assistant farm manager, spray technician, staff leader
- ✂ **turf establishment** - construction superintendent, planting superintendent
- ✂ **golf course design and maintenance** - golf course architect, superintendent, assist. superintendent, irrigation tech., spray tech., landscape tech.
- ✂ **parks and grounds** - superintendent, assist. superintendent, irrigation tech., spray tech.
- ✂ **sport facilities** - superintendent, assist. superintendent

Fruits, Vegetables, and Nuts

- ✂ **Production** - manager, processing company field technician
- ✂ **Marketing** - sales agencies, broker, marketing and promotional organizations

Other Career Areas

- horticulture therapist
- cooperative extension agent or hort. specialist
- consultant
- communicator in horticulture
- educator
- research scientist/assistant or tech.
- plant inspector

Allied Areas of Horticulture

- ✂ **Plant Pathology**
- ✂ **Entomology**
- ✂ **Integrated Pest Management**
- ✂ **Genetics**
- ✂ **Landscape Architecture**
- ✂ **Food Chemistry (Food Technology)**