



Consumer Horticulture Advancement

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Message from the Guest Editors

Consumer horticulture is practiced worldwide in cities, towns, villages, and farms in gardens, landscapes, and homes; it is everywhere plants and related horticultural items are used and enjoyed for the benefit of individuals, communities, and the environment.

Consumer horticulture is a driver of the agricultural economy. Plants, seeds, fertilizers, and other typical agricultural inputs are routinely purchased. However, the commercial sector of consumer horticulture also includes service and retail operations not typically considered part of the agricultural economy, but which have significant economic contributions. These include garden retail; landscape design, installation and maintenance; and many others. These sectors are continually seeking to increase their profitability and are eager for the development of better economic management tools and technologies.

We look forward to sharing your research that explores the environmental; nutritional, physical, psychological, and social; and economic impacts of consumer horticulture.





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Message from the Editor-in-Chief

Horticultural plants and their products provide sustenance, health, and beauty. A confluence of factors is putting increasing pressure on horticultural production to evolve, and innovative research is addressing these challenges. *Horticulturae* provides a venue to communicate research results in a rapid manner with open access, allowing everyone the opportunity to stay abreast of leading research addressing horticulture. I invite you to consider publishing the results of your research in this high quality, peer-reviewed journal.

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