



Consumer Horticulture Advancement

Guest Editors:

Dr. Ellen Bauske

UGA Cooperative Extension,
University of Georgia, Athens, GA
30602, USA

Dr. Sheri Dorn

Department of Horticulture,
University of Georgia, Griffin, GA
30602, USA

Dr. Lauren Garcia Chance

American Public Gardens
Association, Kennett Square, PA
19348, USA

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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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Editor-in-Chief

Prof. Dr. Luigi De Bellis

Department of Biological and Environmental Sciences and Technologies, Università del Salento, Centro Ecotekne, via Provinciale Lecce Monteroni, 73100 Lecce, Italy

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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Contact Us

Horticulturae
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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horticulturae@mdpi.com
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