Floriculture Research Alliance:

Developing a shared vision for the future through Collaboration

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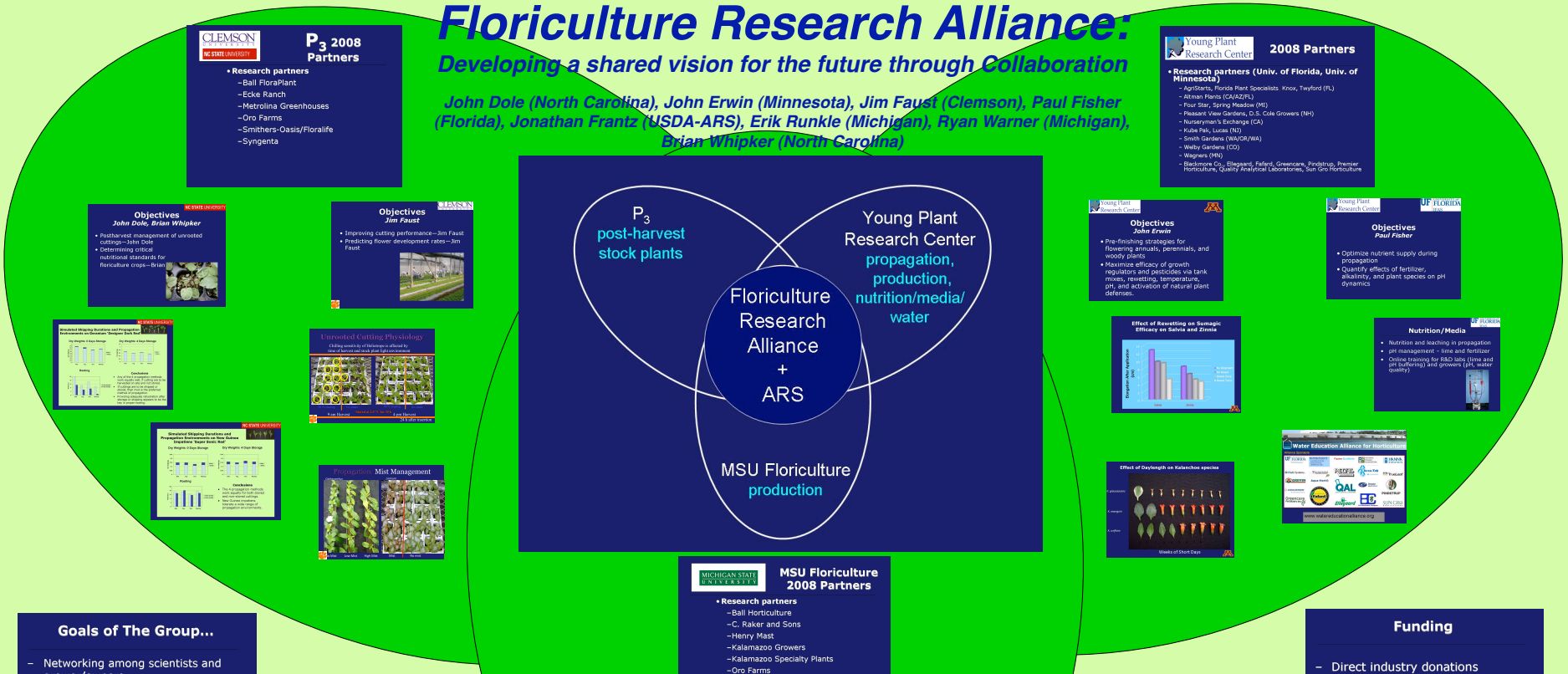

P_3 2008 Partners

- **Research partners**
  - Ball FloraPlant
  - Ecke Ranch
  - Metrolina Greenhouses
  - Oro Farms
  - Smithers-Oasis/Floralife
  - Syngenta

2008 Partners

- **Research partners (Univ. of Florida, Univ. of Minnesota)**
  - AgriStarts, Florida Plant Specialists Knox, Twyford (FL)
  - Altman Plants (CA/AZ/FL)
  - Four Star, Spring Meadow (MI)
  - Pleasant View Gardens, D.S. Cole Growers (NH)
  - Nurserymen's Exchange (CA)
  - Kube Pak, Lucas (NJ)
  - Smith Gardens (WA/OR/WA)
  - Welby Gardens (CO)
  - Wagners (MN)
  - Blackmore Co., Ellegaard, Faferd, Greencare, Pindstrup, Premier Horticulture, Quality Analytical Laboratories, Sun Gro Horticulture

MSU Floriculture 2008 Partners

- **Research partners**
  - Ball Horticulture
  - C. Raker and Sons
  - Henry Mast
  - Kalamazoo Growers
  - Kalamazoo Specialty Plants
  - Oro Farms
  - Pearlstein Family Foundation
  - Post Gardens

Goals of The Group...

- Networking among scientists and grower/owners
- Build an elite proactive community, identity, and group of friends.
- Identify common issues and research priorities, and conduct that research to solve real world problems quickly, effectively, and in collaboration with the grower/owners..

Issues/Research Areas

- **Quality of unrooted cuttings during stock plant production**
- **Shipping of cuttings**
- **Nutrient levels and/or growing media**
- **Water management for diseases, algae, and nutrition**
- **Diseases in propagation**
- **Growth regulators**
- **Scheduling of pinch, lighting, and flowering**
- **Financial and cost analysis**
- **Sustainability and energy efficient greenhouse production**
- **Strategies to reduce input costs**
- **Running effective onsite trials**

Funding

- Direct industry donations
- Other Grants, including AFE
- Floriculture and Nursery Research Initiative

FNRI Support of the Floriculture Research Alliance

- We match FNRI Support with direct grower support.
- We have annual grower feedback on problem driven research.
- We will promote FNRI at the Ohio Short Course at a dedicated session.
- We will start publishing a FNRI series of articles in grower magazines.
- We are organizing a website for information distribution.