

FLORA DEVELOPMENT

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MODERN CONCEPTS OF FLORA DEVELOPMENT AN ITS APPLICATION IN HORTICULTURE INDUSTRY.



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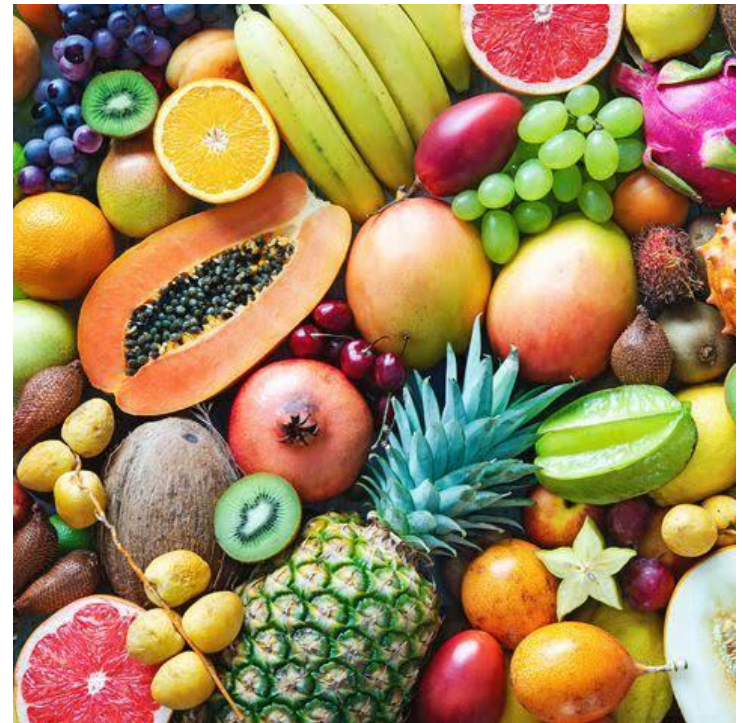
INTRODUCTION

* The production is growing at a rate of 8-10% per annum. There are nearly 120 countries , which are active in floriculture production on a large scale..*

The economy of some countries the Netherlands, Israel and Colombia is dependent on floriculture industry. The estimated area under floriculture in the world is over 220,000 hectares. *

Developing countries have emerged as a additional production centres in the past few decades.* These problems have contributed to low quality standards minimal export of horticulture products, low rates of return on investment that consequently fail to attract new investment. *

This presentation explains the ground realities about horticulture sector of Pakistan and suggests a strategy to develop this sector to it's full potential..



CONCLUSION

HORTICULTURE RESEARCH HAS A MAJOR ROLE TO PLAY IN THE IMPROVEMENT OF THE HORTICULTURE INDUSTRY IN KENYA. FOR THE FARMERS TO PRODUCE GOOD QUALITY FRUITS AND VEGETABLES FOR THE EXPORT MARKET, RESEARCH SHOULD FOCUS ON THE IDENTIFICATION OF HIGH-YIELDING VARIETIES ADAPTED TO DIFFERENT AGROECOLOGICAL ZONES; AVAILABILITY OF GOOD QUALITY PLANTING MATERIAL OF THE SELECTED VARIETIES AND DEVELOPMENT OF PRODUCTION AND POST- HARVEST TECHNOLOGIES. EMPHASIS SHOULD BE PLACED ON MATURITY INDICES, POST - HARVEST PHYSIOLOGY, PATHOLOGY AND SEA SHIPMENT. THERE IS A NEED TO DIVERSIFY EXPORTS, TRAIN PRODUCERS AND CONDUCT MARKET STUDIES. THIS COULD BE DONE BY KARI , HCDA AND THE MINISTRY OF AGRICULTURE

SUMMARY:

- Despite its significant in agricultural growth, commercial activities and poverty alleviation, the horticulture sector has not received the attention it deserves..
 - * It is a science of cultivation of garden plants..
- * It is a crucial component of climate affecting growth and production of crop

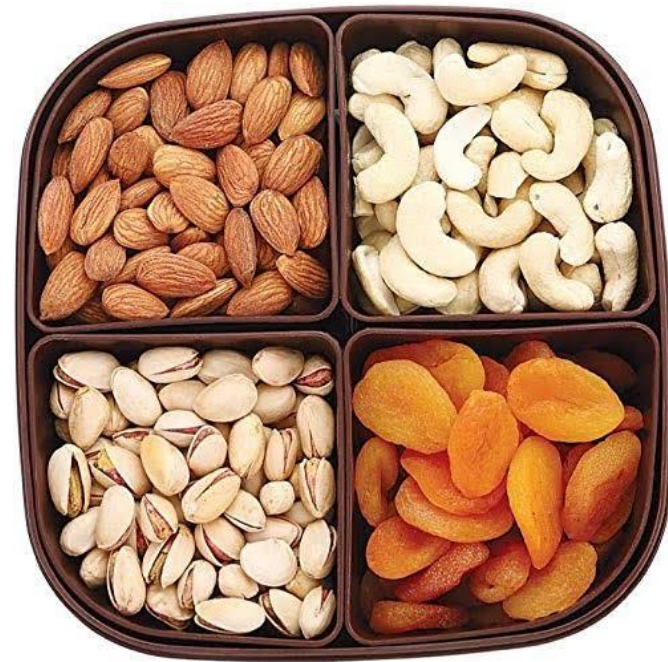


BRANCHES OF HORTICULTURE

Pomology (Fruit culture) The branch of horticulture, concerned with the production, harvesting, processing, preservation, storage and marketing of fruits and nuts..

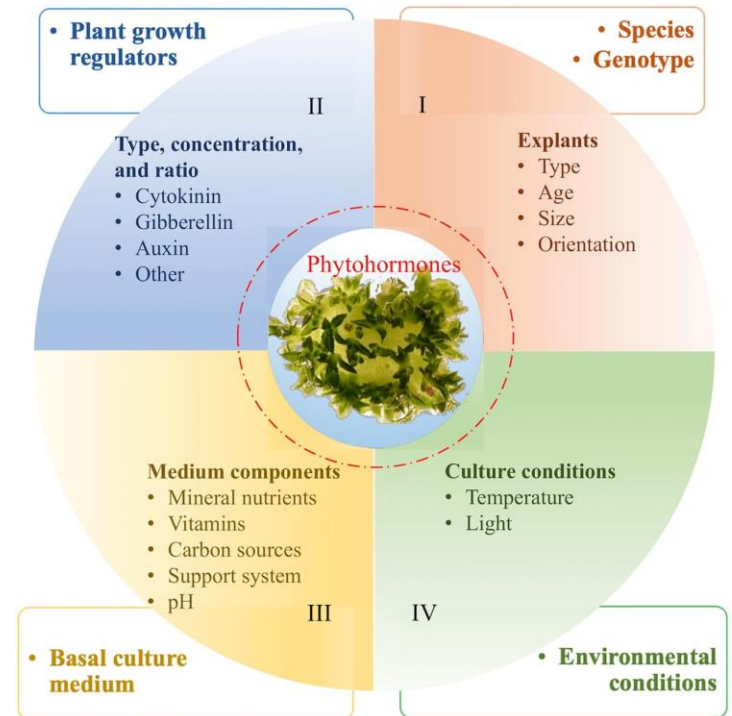
Fruit are of different types.

- Succulent and juicy: grapes, oranges, mango, pineapple.
- * Hard and dry type: walnut, cashew nut.



IMPORTANT OF HORTICULTURE

- Economic value
- * Nutritive value
- * Social/ Community value
- * Aesthetic value
- * Medicinal value
- * Conservation Value
- *Diversity
- * Research & development



MAIN AREAS OF HORTICULTURE:

1. ORNAMENTAL HORTICULTURE- is the art and science of growing plants for their beauty.. Ornamental horticulture consists of two main areas, floriculture and landscape horticulture..

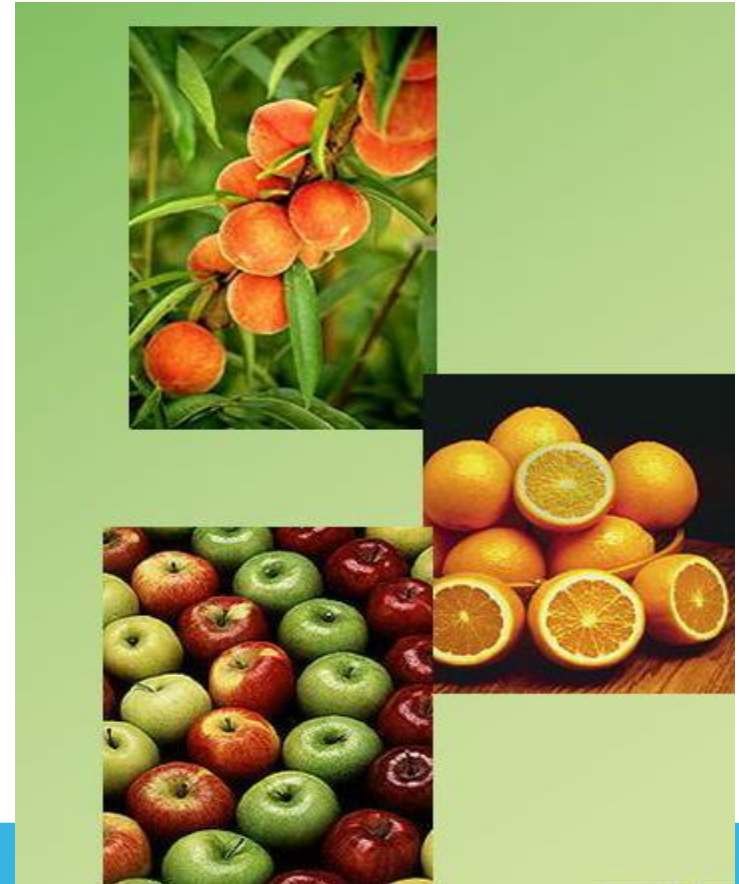
2. FLORICULTURE is the production transportation, and use of cut greenhouse crops..

3. LANDSCAPE horticulture is the production and use of plants to make the outdoor environment more appealing..



WHAT ARE THE THREE MAJOR SEGMENTS OF THE HORTICULTURE INDUSTRY?

- Another food crop production area of horticulture is pomology.
- *POMOLOGY is the planting, harvesting, storing, processing, and marketing of fruit and nut crops.
- * Example of fruit and nut crops include peaches, strawberries, and walnuts..



ACKNOWLEDGEMENT

I HAVE IMMENSE PLEASURE IN PRESENTING THIS REPORT PRESENTATION ON MODERN CONCEPTS OF FLORA DEVELOPMENT AN ITS APPLICATION IN HORTICULTURE INDUSTRY.

THANK YOU DR. PRITAM CHATTOPADHYAY SIR FOR GIVE THIS DISSERTATION TOPIC .

THE SUBJECT IS AN INTERESTING ONE .IT GAVE ME AN OPPORTUNITY TO HAVE DETAILED STUDY ON THE SUBJECT AND SHOWED HOW TO THING WORK IN THE PRACTICAL WORLD .

I CAME TO UNDERSTAND AND ANALYZE THE IMPORTANCE AND THE ROLE OF HORTICULTURE INDUSTRY.

I HAD A GREAT TIME WORKING ON THE REPORT PRESENTATION. I HAVE PROVIDED INFORMATION TO THE FULLEST OF INTERNET ,KNOWLEDGE AND FINDING OWN SELF.

REFERENCE

<http://www.fruitsinfo.com/sub-tropical-fruits.htm>

<http://www.fruitlogistica.de/>

<https://greendoctor.club/>

THANK YOU

