



HORTICULTURAL RESEARCH INSTITUTE

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RESEARCH PRIORITIES

Horticulture Management

- Production related issues.
- Propagation related issues.
- Retail and landscape distribution issues.
- Irrigation management issues.
- Chemical use and improved spray application issues.

New Plant Development

- Invasive species issues reduced with development of new species through the use of genetics.
- Market demand and retail distribution through the development of new plants with desirable characteristics.
- Nursery production problems on difficult to grow selections.

Marketing Research & Business Development

- Market demographics and trends
- Research related to market size and trends (helpful when dealing with regulatory and legislative issues)
- Research related to consumer purchasing habits and trends (i.e. branding)

Mechanization and Applied Technology

- Labor reduction and efficiency issues.
- The use of new technologies in horticulture issues.
- Ergonomic issues.
- New machinery and related technology issues.

Pest Management

- Invasive plant species issues.
- Exotic insect pest and disease issues.
- Weed control issues.
- Improved chemical use and delivery method issues.
- The use of biocontrol issues.

Resource Management

- Substrate/media constituent issues.
- Labor and efficiency issues.
- Water management, runoff and irrigation issues.
- Fertility issues.
- Land use issues.