



*Gardening or .....*

# HORTICULTURE

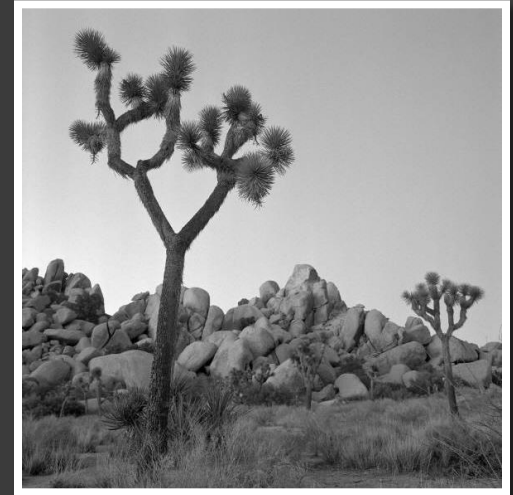
*The abandoned goldmine.*



Horticulture is science and art of growing fruits, vegetables, flowers, shrubs, and trees. Horticulture originally meant the practice of gardening and, by extension, now means the cultivation of plants once grown in gardens. In contrast, the term

**agriculture**, by derivation, referred to more open forms of culture such as the production of grains and grasses, known as agronomic crops, which are cultivated on a large scale.





# IGNORED ..... **REDISCOVERED !**

Horticulture is a potent arm of agriculture that had been ignored for ages but is now gradually gaining ground as a very viable agricultural engagement with tremendous potential to earn linear, multiple and residual income. .

Horticulture includes the growing of fruit (especially tree fruits), known as pomology; production of vegetable crops, called olericulture; production of flowers, termed floriculture; and ornamental horticulture, known also as landscape gardening, which includes the maintenance and design of home grounds, public gardens and parks, private estates, botanical gardens, and recreational areas such as golf courses, football fields and sports fields.



**One single  
horticulture  
contract ...**

**can yield the  
revenue of  
several  
plantations  
with  
exponentially  
less inputs and  
resources.**

In addition to these four divisions, horticulture is divided into three specialized commercial areas: **the nursery industry**, the **plant-growing industry**, and **the seed-production industry**. The nursery industry produces fruit trees for the fruit grower, and ornamental plants, particularly woody plants, for the ornamental horticulturists.

The plant-growing industry supplies annual, biennial, and perennial plants to the vegetable and flower grower as well as to the ornamental horticulturist. The seed-growing industry produces the seed required for flower and vegetable growing.



Horticulture became a major industry during the 17th century, in a period when the growth of large cities made it impractical for individuals to produce necessary garden crops on their own property. Today, it is a billion Dollar industry with international trade in ornamental plants and flowers reaching **\$9 billion** . Statistics of the market size for commercial contracts are not available but is not hard o imagine the potential of this service.





Various organizations provide the public with information on methods of propagation and culture as well as on control of plant diseases and pests. They are typically composed of amateurs and commercial growers and dealers concerned with the breeding of a specific flower. The American Rose Society is an example.

[www.google.com](http://www.google.com) will provide more links to sources of information on this industry.



# Potential.....

- . Landscaping contracts.
- . Supply to even organizers.
- . Provide maintenance services to organizations.
- . Explore export opportunities.
- . Leverage on seasons.
- . Leverage on events.
- . Target religious organizations.
- . Target educational organizations.
- . Target corporate bodies.

**BUILD A RESOUNDING AND COMPELLING .....**

**Brand .**