

Flower Growing & Marketing



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*** MAY 18 HERBICIDE MEETING ***

*** C.O.R.F. ANNUAL SHORT COURSE - JUNE 3 & 4 ***

*** POSTHARVEST HANDLING ***



May 18 Herbicide Meeting

The third monthly training meeting for flower growers will be held on Wednesday, May 18, 3:30-5:30 P.M., at Edwin Frazee, Inc., 2521 Oceanside Blvd., Oceanside.

Dr. Clyde Elmore, Extension Weed Specialist, University of California, Davis, will discuss herbicides and their use on floral crops. Again, two hours of Pest Control Advisor credit will be given for attending this meeting. All interested persons are invited to attend this meeting.

C.O.R.F. Annual Short Course, June 3 & 4

The first statewide annual short course for the floral industry, sponsored by the California Ornamental Research Foundation, will be held in Monterey, CA. on Friday, June 3, and Saturday, June 4, 1983. The timely and varied program is as follows:

For registration, contact the C.O.R.F., 1150 Elko Drive, Sunnyvale, CA. 94086. The official hotel for the meeting is the Double Tree Inn, Monterey. Hotel reservations must be made directly with the hotel.

Postharvest Handling of Cut Flowers & Potted Plants

In the past ten years, a great wealth of research information has been reported for growers, shippers, wholesalers, retailers, and consumers to use for improving the performance of our cut flowers and potted plants.

If the truth were known, the consumer really doesn't ruin too many flowers or potted plants. The consumer has little opportunity to improve the quality of the product, especially if nothing has been done in the delivery system.

At the grower or wholesale-shipper level, an 18-24 hour "conditioning" treatment can make a 100-300 percent difference in the consumer life of most cut flowers. A conditioning treatment can often be the difference between complete failure and acceptable consumer life. Example: If roses dehydrate and severe neck-droop develops, the consumer gets "0" consumer life and never sees the rose flowers open to their glorious beauty! The same is true with carnations that go to sleep, snapdragons that fall off the stem, gladiolus that do not open, and several potted plants that look like they have been to war by the time the consumer sees them.

"S T S"

STS stands for "Space Transportation System" in reference to our space shuttles, Columbia and Challenger. But, STS also stands for Silver Thio-Sulfate, a combination of two chemicals that prevents the action of ethylene on several floral crops. A simple STS treatment will completely eliminate carnation sleepiness, stop flower drop on snapdragons, zygocactus, calceolarias, geraniums, and several other crops.

COUNTY OF SAN DIEGO, BLDG. 4, 5555 OVERLAND AVE., SAN DIEGO, CALIFORNIA 92123 PHONE: (714) 565-5379

The University of California's Agricultural Extension Programs are available to all, without regard to race, color, or national origin. Co-operative Extension work in Agriculture and Home Economics, United States Department of Agriculture and University of California co-operating

BESEMER '83

"Rose Neck Droop"

This problem can be virtually eliminated by following rehydration methods and proper conditioning of cut rose stems as outlined by Dr. Dominic J. Durkin, Professor of Horticulture, Rutgers University.

"Sugar-Biocide Solutions"

Overnight "pulsing" or conditioning treatments can extend carnation vase life 100-200 percent. "Tight" gladiolus and tight Birds-of-Paradise will open more flowers per stem than "normal" stems. There are many more examples

"Cooling"

Temperature alone can determine the difference between failure and success in marketing of floral crops. Fortunately, the transportation companies are rapidly improving their systems, while most growers have done little to improve their facilities. Keeping each cut flower or potted plant at its best temperature is a special art. It may require changes in harvesting, bunching, packing, containers, and transportation.

"Proper Harvest Stage"

Many floral crops are still harvested according to "tradition", and not at their best and peak maturity. The Dutch tend to market several items at a tighter stage than in America. Studies have been conducted to determine the very best stage of harvest for several reasons: (1) ease of harvest and handling, (2) to get the best quality, (3) to give the consumer maximum value.

Summary

The most frustrating part of being an advisor and educator is to see an industry complaining about competition, costs, inflation, and other problems but not really taking advantage of all the information, technology, and other opportunities that are readily available. There is a wealth of postharvest handling information. Call me sometime!

Sincerely,

Seward T. Besemer

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Farm Advisor

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