

**Path-Away® Use In The Floriculture Industry**

Floriculture, or flower farming, is a discipline of horticulture concerned with the cultivation of flowering and ornamental plants for gardens and for floristry, comprising the floral industry. The development, via plant breeding, of new varieties is a major occupation of floriculturists. Flowering plants are largely sold in pots for indoor use. The major flowering plants are poinsettias, orchids, florist chrysanthemums, and finished florist azaleas. Foliage plants are also sold in pots and hanging baskets for indoor and patio use, including larger specimens for office, hotel, and restaurant interiors.

Total floriculture item sales at retail (flowers, plants and related goods) at all floral outlets (retail florists, mass marketers, other outlets): (2011 Estimated) more than \$32.1 billion – following a major revision by the BEA. U.S. Dept. Of Commerce/Bureau of Economic Analysis

Some of the major problems encountered by Floriculturists include Pests, Disease and Growth Control. Finding natural based solutions has been an issue in the past. Avoidance of chemical based solutions is unhelpful in some situations and unhealthy in all situations.

Floriculture crops include bedding plants, houseplants, flowering garden and pot plants, cut cultivated greens, and cut flowers. As distinguished from nursery crops, floriculture crops are generally herbaceous. Bedding and garden plants consist of young flowering plants (annuals and perennials) and vegetable plants. They are grown in cell packs (in flats or trays), in pots, or in hanging baskets, usually inside a controlled environment, and sold largely for gardens and landscaping. Pelargonium ("geraniums"), Impatiens ("busy lizzies"), and Petunia are the best-selling bedding plants. The many cultivars of Chrysanthemum are the major perennial garden plant in the United States.

Cut flowers are usually sold in bunches or as bouquets with cut foliage. The production of cut flowers is specifically known as the cut flower industry. Farming flowers and foliage employs special aspects of floriculture, such as spacing, training and pruning plants for optimal flower harvest; and post-harvest treatment, storage, preservation and packaging. In Australia and the United States some species are harvested from the wild for the cut flower market.

Total floriculture item sales at all floral retail outlets in the U.S. were recently estimated to reach a gross market value of US\$711.7 million (USDA, Census of Agriculture).

Top U.S Cut Flower Imports from World 2011 included:

Roses .....	\$360,000,000.00
Non-Specific Assorted .....	229, 000,000.00
Chrysanthemums .....	86, 000,000.00

Carnations .....	63,000,000.00
Alstroemeria.....	56,000,000.00
Lilies.....	\$32, 000,000.00
Gypsophila.....	21,000,000.00
Orchids.....	14,000,000.00

Assorted varieties including dried flowers make up a significant portion of the remainder of imports.

With a dynamic growth potential it is critical to ensure control of pests and disease as well as promote strong, fast healthy plant growth. Path-Away® All Purpose Solution has proven itself to be the premier natural based, alcohol drug free solution to controlling harmful mephitic organisms such as molds, bacteria and yeasts that are detrimental to successful Floriculturists.

Path-Away® All Purpose Solution's incredibly low toxicity combined with user friendly application can help Floriculturists from the hobbyist to the commercial grower increase production, grow stronger and more vibrant plants.

Contact us today for information.

Arthur V. Martin, President  
Principal Research Scientist