# INTRODUCTION to HORTICULTURE

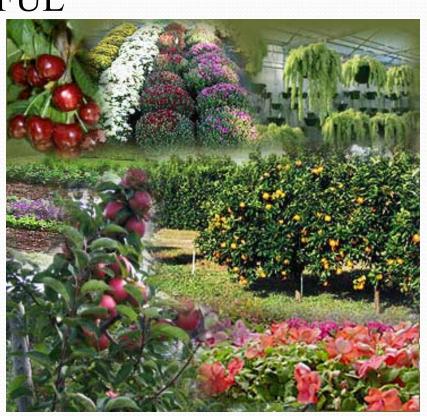
## HORTICULTURE

 "It's the ART and SCIENCE of producing NUTRITIOUS FOOD for the BODY and BEAUTIFUL

FOOD for the SOUL"

HORTUS ...Garden

CULTURA...Cultivation



# **AGRICULTURE**

- AGRI... Field
- CULTURA...Cultivation



## **AGRICULTURE**

- AGRONOMY Field Crops
- FORESTRY Trees in native habitats
- HORTICULTURE Garden Cultivation
  - Higher intensity of management and labor
  - Higher profitability / acre
  - Usually harvested fresh



ARBORICULTURE

POMOLOGY

VITICULTURE



OLERICULTURE

FLORICULTURE

GREENHOUSE MANAGEMENT



- LANDSCAPE INDUSTRY
  - Architecture and Design
  - Construction

Management





- TURFGRASS INDUSTRY
- PHARMACOLOGY
- HORTICULTURAL THERAPY



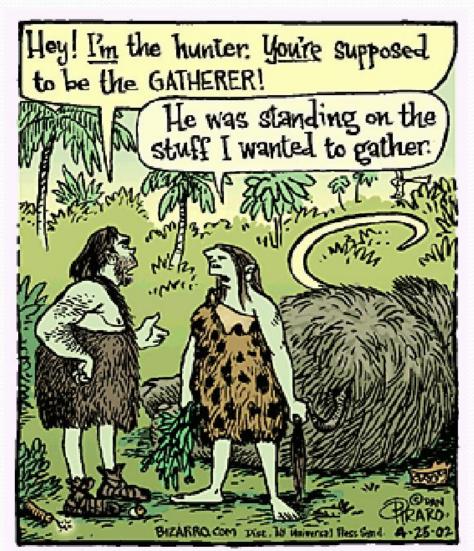




- EDUCATION and RESEARCH
  - Land Grant Colleges / Universities
    - OSU
      - County Extension Service
      - Master Gardener Program
      - Research Facilities
  - Landscape Architecture
    - U of Oregon, U of Idaho
    - U of Washington, Washington State U
  - Community Colleges
  - Trade Organizations

## HISTORY of HORTICULTURE

- EARLY MAN
  - 30,000 years ago



## HISTORY of HORTICULTURE

- AGRICULTURE starts
  - ~10,000 years ago
- AGRICULTURE continues
  - ~8,000 years ago herding cattle
  - ~7,000 years ago domesticated animals
- AGRICULTURAL practices
  - ~5,000 years ago
  - Eastern Hemisphere Land preparation, irrigation and pruning practices
  - Western Hemisphere Cultivation of squash corn, peppers and avocadoes
- HORTICULTURE begins
  - 3,500 years ago

## HORTICULTURE TODAY

- ADVENT of TECHNOLOGY
  - Mechanization
  - Storage, Marketing, Transportation
  - Synthetic Fertilizers and Pesticides
  - Botanical Knowledge
  - Plant Breeding

## HORTICULTURE TODAY

- Change for the Future???
  - SUSTAINABILITY!!!
  - Continued BOTANICAL KNOWLEDGE
- HORTICULTURE in OREGON
  - http://www.oregon.gov/ODA/