



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

BRANCHES of HORTICULTURE

- ARBORICULTURE
- POMOLOGY
 - VITICULTURE



BRANCHES of HORTICULTURE

- OLERICULTURE
- FLORICULTURE
- GREENHOUSE MANAGEMENT



BRANCHES of HORTICULTURE

- LANDSCAPE INDUSTRY
 - Architecture and Design
 - Construction
 - Management



BRANCHES of HORTICULTURE

- TURFGRASS INDUSTRY
- PHARMACOLOGY
- HORTICULTURAL THERAPY



BRANCHES of HORTICULTURE

- 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 avocados
- **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/>