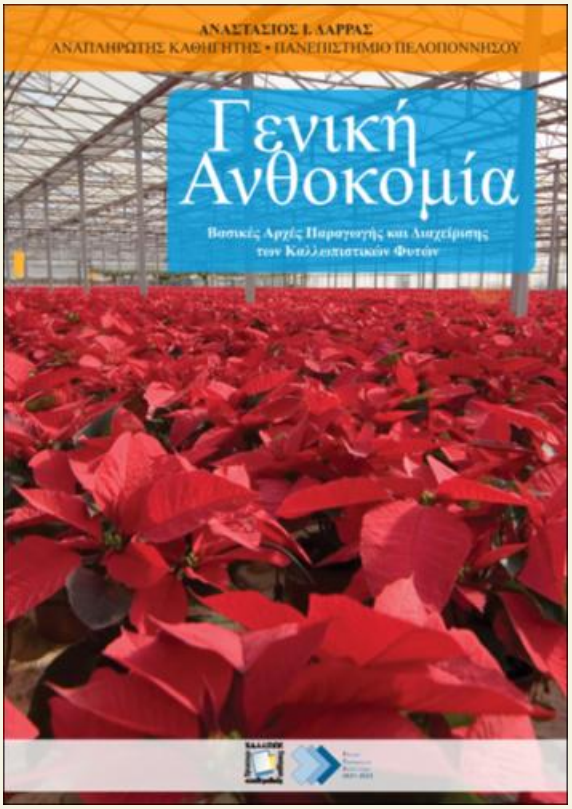

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Abstract

The prospects of cultivation of floricultural products and the levels of their consumption are related, directly or indirectly, to sustainable management and production costs. The future of floricultural crops depends on the implementation of environmental friendly farming practices, and presupposes such practices. These practices are associated with reduced inputs of energy, fertilisers, plant protection products and water, and help reduce pollutants, toxic residues and CO2 footprints. The international protocols and directives presented by international organizations ensure the reduction of the ecological footprint of every operation of production. In this context, the above scenarios aim towards that direction as well as growers being adjusted to contemporary cultivation practices. This is a textbook for undergraduate students. It includes information and latest research data related to the systematic cultivation and production of floricultural plants. In detail, the textbook is divided into fifteen chapters, which include bibliographic data on a) the physiology of growth and flowering, b) the propagation methods and the management of propagating material, c) the most important diseases and pests that negatively affect growth and production, d) the basic techniques that aid in faster and more qualitative flowering, e) the current status of domestic and international trade, marketing and distribution of ornamental plants and (f) the most important floricultural crops, grown domestically and on a global scale under controlled conditions, or outdoors.

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