

- I. Divisions of horticulture:
 - A. Fruit Production – Pomology covers the growing of tree fruits such as apples and citrus and deals with small fruits like blueberries, grapes and strawberries. Attention to actual fruit and the young trees produced for buyers who want to raise their own fruit.
 - B. Vegetable Production – Olericulture includes all vegetables plus melons and rhubarb that are commercially grown. Tasks in gardening include weeding, insect and disease control and irrigation if used. In some areas, vegetables are grown in greenhouses year round.
 - C. Landscape Horticulture – Environmental or landscape horticulture are in the outdoor ornamental plant facet of horticulture. Some are designers for residences and commercial buildings. Maintaining the plants is also necessary – watering, pruning, fertilizing, and controlling pests. Botanic gardens and arboretums also employ landscapers for teaching and maintaining the gardens. Some cities have park and street landscapers. The Fayetteville Square employs full-time gardeners.
 - D. Arboriculture means tree culture and includes forestry for commercial purposes and urban forestry. Most cities have at least one city arborist.
 - E. Turf Management – Grass breeders, disease controllers, maintenance of golf courses, etc. are involved. This field has expanded in the past 10 years. Many colleges offer two-year degrees in turf management.
 - F. Floriculture – production and sale of field grown flowers for cuttings or greenhouse grown flowers. Maybe wholesale or retail.

II. Profession of Horticulture

Professional Ethics: Different approaches to ethics come from different philosophies:

- a. Utilitarian Approach – Problem must be analyzed from several perspectives, with the solution favoring the greater good.
- b. Rights Approach – Humans have the right to choose paths that affect their destinies and are justified in expecting their rights to be respected.
- c. Common Good Approach – benefit all members of the community.
- d. Natural Approach – the belief that nature is inherently valuable, regardless of its relation to humans, even though the perception is a human one. Welfare of nature is given priority.

All of these however have basic standards of conduct:

- Respect the customers and others with whom business is transacted.
- Refrain from criticizing or devaluing others in same profession.
- Ensure that customers know of cost in advance of work

- Maintain professional competence; stay up with new information and developments.
- Recognize one's responsibility to the community and the environment in protecting each from hazards.

Production of food balances against Economic efficiency (yield per amt./land including costs of inputs) and Social responsibility (is it nutritionally good for people to consume and Environmental compatibility (short term vs. long term consequences).

III. Professional Organizations and Publications and: See Tables 1-1 and 1-2.

IV. Gardening is good therapy both emotionally and physically healthy. For handicapped individuals, it is generally low impact and a worthy Endeavor.

IV. Home Horticulture:

As a recreational activity, horticulture is the nation's most popular pastime.

To be successful, we have to have an interest and information.

Libraries, bookstores are good resources; many magazines and periodicals on gardening.

The County Extension Service is a Federal, state and local cooperative that offers free agricultural and home economics information. These were set up for Land Grant Universities and almost every county in the US has one.

Table 1-3 lists the State Extension Services of the US.

U of A also has the Agricultural Experiment Station that conducts research on the crops of Arkansas. Publications are free to the public.

USDA, NRCS, is another source of information. The conservationist will conduct a survey of your property and make recommendations for land use including gardening, landscaping, drainage, pond building, pasture and hay fields, *etc.*