



## **Genetic Modification of Flower and Fruit Color Variations in Horticultural Crops**

Guest Editor:

**Dr. Silvia Gonzali**

PlantLab, Institute of Life Sciences, Scuola Superiore Sant'Anna, 56127 Pisa, Italy

Deadline for manuscript submissions:

**closed (20 April 2023)**

### **Message from the Guest Editor**

Dear Colleagues,

In ornamental plants, color has mainly an aesthetic value, while colored fruits are increasingly appreciated by consumers for the health beneficial effects of the phytochemicals they contain. In both cases, the novel color crop varieties have a large market share and, as a consequence, manipulating flower and fruit color is increasingly considered by researchers, breeders, and processors.

This Special Issue of Horticulturae will provide a current overview of the most significant researches carried out in the field of flower and fruit color modifications. You are warmly invited to submit your work to this issue that focuses on the following aspects: genetic regulation of flavonoid, carotenoid, and betalain production in horticultural species; cellular and genetic basis of structural color in flower and fruit tissues; breeding for improved or novel flower and fruit colors; genetic engineering of novel color traits in ornamental species; color as a qualitative/nutritional attribute of fruits; perspectives on new color modifications.





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Department of Biological and  
Environmental Sciences and  
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## Message from the Editor-in-Chief

Horticultural plants and their products provide sustenance, health, and beauty. A confluence of factors is putting increasing pressure on horticultural production to evolve, and innovative research is addressing these challenges. *Horticulturae* provides a venue to communicate research results in a rapid manner with open access, allowing everyone the opportunity to stay abreast of leading research addressing horticulture. I invite you to consider publishing the results of your research in this high quality, peer-reviewed journal.

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*Horticulturae* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
www.mdpi.com

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