



## Future Planning of Horticulture Market Efficiency

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Deadline for manuscript  
submissions:

**closed (20 October 2023)**

### Message from the Guest Editors

This Special Issue focuses on research which looks to the future to facilitate a more efficient supply chain, with the aim of resulting in greater sales and improved consumer perceptions. Since grower and consumer preferences change over time, research is continually needed to reflect the current and pertinent trends in the Green Industry. Information on growers, suppliers, and consumers for both edible and ornamental plants will be included with the ultimate goal of improving the efficiency of communication between growers/suppliers and consumers. It is crucial to facilitate the production and trade of horticultural crops for the benefit of growers, suppliers, and consumers.

Potential topics include, but are not limited to:

- Supply chain optimization;
- Horticulture economics;
- Consumer preferences and purchase behavior;
- Grower preferences;
- Eye-tracking;
- Value-added products in horticulture.





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## Editor-in-Chief

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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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