



## Marketing Strategies of the Horticultural Production Chain

Guest Editor:

**Dr. Marco A. Palma**

Department of Agricultural  
Economics, Texas A&M  
University, 600 John Kimbrough  
Blvd., Suite 330D, 2124 TAMU,  
College Station, TX 77843, USA

Deadline for manuscript  
submissions:

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### Message from the Guest Editor

Dear Colleagues,

*Horticulturae* is launching a Special Issue on marketing and economics. We encourage the submission of high-quality papers related to all aspects of horticulture economics, marketing and management including horticulture production of fruits, vegetables and green industry products; adoption of new technologies and production practices; processing, distribution and transportation; marketing and consumer preferences; international trade; policy analysis; food safety; and the role of horticulture in food security, nutrition and health.

Dr. Marco A. Palma  
*Guest Editor*





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### Prof. Dr. Luigi De Bellis

Department of Biological and Environmental Sciences and Technologies, Università del Salento, Centro Ecotekne, Via Provinciale Lecce Monteroni, 73100 Lecce, Italy

## 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

mdpi.com/journal/horticulturae  
horticulturae@mdpi.com  
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