



Advancement in Propagation, Breeding, Cultivation and Marketing of Ornamentals

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Message from the Guest Editors

The availability of new products has always been the driving force of the sector. Nevertheless, the sector is currently facing important challenges related to reducing production costs to cope with new climatic and phytopathological adversities and to respond to sustainable production not only from an economic point of view but also from an environmental and social point of view. Moreover, new uses and new needs of end-consumers have led us to consider that it is important to envisage new organizational systems and new forms of proposition on the markets.

In this Special Issue of *Horticulturae*, “Advancement in Propagation, Breeding, Cultivation, and Marketing of Ornamentals”, we would like to present research on breeding, new production systems of propagation and cultivation, and surveys on understanding trends of consumers of the ornamental sector.





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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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