



GLOBAL FLORICULTURE TRENDS: AN OVERVIEW

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ABSTRACT

Consumption and demand of flowers is raising world over. There are 140 countries (Bhattacharji) growing flowers. However, European countries have developed their flora business very early but they could not produce enough quantity. However, new production centres have been developing in Asian countries. Even though, Latin America and African countries have increasing their production of flowers. Recently India and other Asian countries have emerged as development centres of floriculture.

KEYWORDS: increasing and development of floriculture , global floriculture trends.

INTRODUCTION

The global trends seems to be increasing and development of floriculture is one of the main domain in export of agro- business, present paper mainly focused on world scenario of the floricultural development.

Objectives of the research paper

1. To give attention over floriculture segment.
2. To analyze the global floriculture trends.

Data collection:

Data has been compiled from secondary data i.e reference books and authentic reports.

World History of Gardening¹

The evidence about the existence of gardens in ancient Egypt is archaeological. Different portions of the plants recovered from tombs and a number of plants painted on the tombs. These painting show that the Egyptians were religious. There was Temple Garden at Karnak dating from the region of Tuth Mosis II, about 1500 B.C. Queen Hatsheput (1505-1483 B.C.) built a Temple Garden on a hill. It was a terrace garden with the temple on the uppermost terrace. It also indicate that the idea and technique of garden making from Mesopotamia to Egypt.

China is one of the centres of human's evolution. The great poet Li-Po (A.D.705-762) of Tang period has noted importance of garden and nature in his poem and we seen by this evidence China has the origin of the flora.

The Japanese are great lovers of plants and flowers. The first garden was constructed in Kyoto for holding garden parties dating A.D. 794 in the period of Heian.

Iran apart from love, war and hunting they were founder of gardening from 558 – 323 B.C. Cyrus who was the first Persian Gardner in that period. He planted a garden of Sandins in Lydia, had set the design of the Chahav Bagh.

The first park in Greece was dedicated to Diana in the period 434-356 B.C. In this park, fruit trees were planted around the temple. The king Xenophon got his inspiration from Persian garden in that period.

Italy was one of the heartland of the Rome Empire. Italy was the state of agriculture in third and second centuries B.C. At that time, few farmers were horticulturist and growers of gardens.

In Arab countries, during A.D. 1058 to A.D.1259 that a galaxy of men of genius flourished that is Al Bakri and Idrisi.

In modern age Europe made several gardens, i.e. Dahlias and Zinnias are the gifts of Mexican gardeners to the world. Thus, it would be seen that the countries of new world has sophisticated gardens.

Evolution of Green House Technique³

Man is social and thinking animal. He discovered so many things from nature. In modern age, he tries to solve the problems through science and technology. However, agriculture and floriculture made considerable progress in modern era. Green house technique is one of the techniques, which is useful to give horticultural produce. Green house is one of the framed structures covered with transparent material in which crops can be growing under the conditions of controlled environment.

In the 16th century, glass lanterns, bell jars and hot beds covered with glass were used to protect horticultural crops against cold. In 17th century, table wooden frames covered with an oiled transparent paper were used to warm the plan environment. In Japan, straw mats were used in combination with oilpaper to protect crops.

During 17th century greenhouse heated by manure and covered glass panes on one side in France and England. Then 18th century glass was used on both sides. After World War II, protected agriculture was fully established with the introduction of polythene. Thereafter, plastic greenhouse was established in 1948. In India, the cultivation in the plastic greenhouse is one of the recent origins.

World Scenario of Floriculture⁴

There has been a rapid growth in demand and consumption of floriculture products in recent decades. Cultivation and consumption of flowers have been part of tradition in world over. It indicates that Netherlands, Italy, Germany and Japan have strong tradition of growing and consuming flowers. The expansions in area and production of flowers in non-traditional regions have been one of the noticeable features. Recently, new production centres are

developing in Latin America, Africa and Asia to meet the increasing demand of importing countries and to expand their domestic market. Columbia, Costa Rica Chile, Kenya, Rhodesia, Morocco, South Africa, Israel, India, China and Shrilanka these are the new floriculture centres. The floriculture market has concentrated in Western Europe, North America and Japan. Western Europe accounts for half of the world's cut flower production and consumption of the product. Flower council of Holland has projected a European consumption of cut flowers to the tune of US \$ 16.6 billion in 2008. The new markets emerging in Europe are Poland, Hungary, Slovakia and Ireland. The mostly preferred cut flowers in the international market are roses, tulip, chrysanthemum, gerbera, orchids and gypsophilla. The world statistic of floriculture is presented in Table 4.1

Table 1.1 Major flower-producing countries

Sr.No.	Name of the Country	Share of flower production
1	Netherlands	33%
2	Japan	24%
3	U.S.A.	12%
4	Italy	11%
5	Thailand	10%
6	Others	10%

(Source: S.K.Bhattacharjee, (2006) Advances in Ornamental Horticulture, Volume6 pp20 to 32)

Table 1.2 Country-wise area under green house flowers

Sr.No.	Name of the Country	Area (ha)
1	Netherlands	5556
2	U.S.A.	4532
3	Italy	4402
4	Germany	2765
5	Spain	2369
6	France	1747
7	U.K.	999
8	Belgium	542
9	Denmark	330

(Source: S.K.Bhattacharjee, (2006) Advances in Ornamental Horticulture, Volume6 pp20to32)

Tale 1.3 Major cut flower exporting countries

Sr.No.	Name of the Country	Share of world Export
1	Netherlands	59%
2	Columbia	10%
3	Italy	6%
4	Israel	4%
5	Spain	2%
6	Kenya	1%
7	Others	18%

(Source: S.K.Bhattacharjee, (2006) Advances in Ornamental Horticulture, Volume-6 pp20to32)

1.4 Major cut flower-importing countries

Sr.No.	Name of the Country	Share of world Import
1	Germany	34%
2	U.S.A.	18%
3	France	12%
4	U.K.	11%
5	Netherlands	7%
6	Japan	6%
7	Switzerland	5%
8	Others	7%

(Source: S.K.Bhattacharjee, (2006) Advances in Ornamental Horticulture, Volume6 pp20to32)

Fig.1.1 Share of flower production by countries

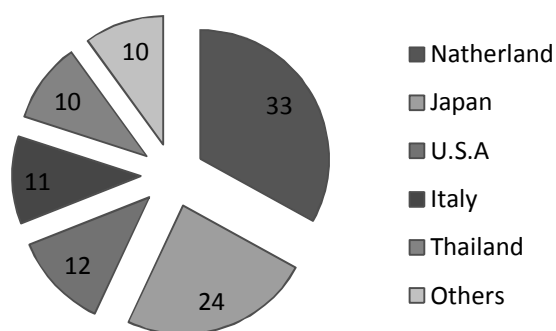
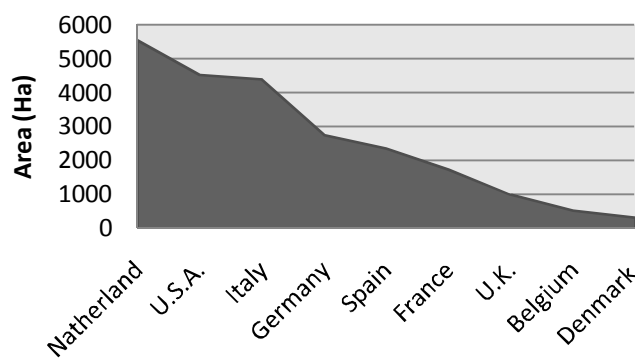
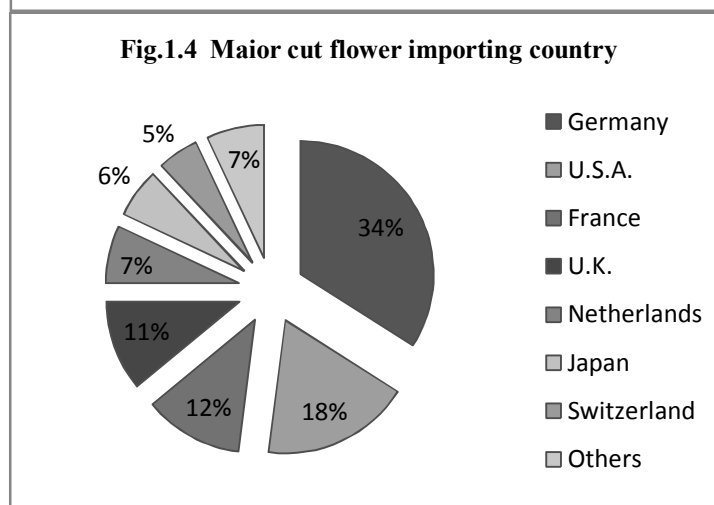
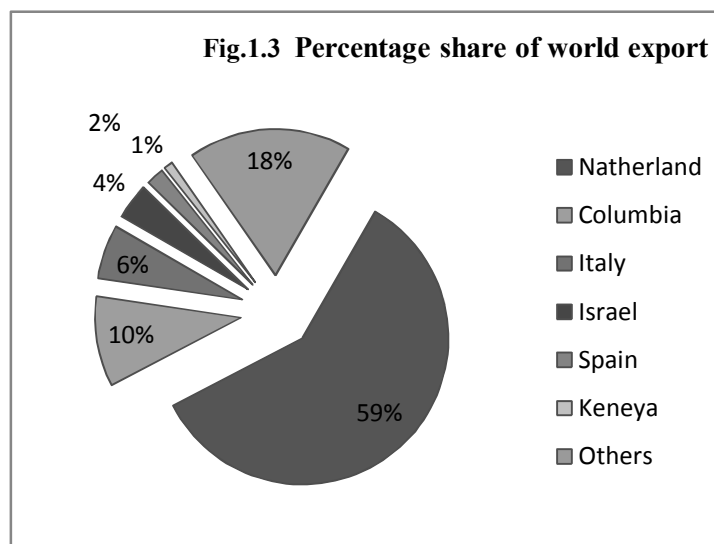


Fig.1.2 Country-wise area under green house flowers (Ha.)





It is evident from the above Tables (3.1, 2, 3, and 4) that Netherlands and Japan both are leading flower producing countries with 57 per cent. As far as concern to holding of area under green house floriculture, it concentrates in Netherlands, U.S.A, Italy, Germany and Spain. Netherlands has the dominating contributor as area and production, export and import. Especially, Netherlands has obtained command position in export.

It is need to explain that the other exporters, those are Ecuador, Zimbabwe, Thailand, Belgium, France, Germany, Mexico, Costa-Rica, New Zealand, U.S.A., Turkey, Canada, Australia, South Africa, Zambia, Singapore, India, etc.

CONCLUSIONS:

There has been a rapid growth in demand and consumption of floriculture products in recent decades. Cultivation and consumption of flowers have been part of tradition in world over. Netherlands, Italy, Germany and Japan have strong tradition of growing and consuming flowers. The expansions in area and production of flowers in non-traditional regions have been one of the noticeable features. Recently, new production centres are developing in Latin America, Africa and Asia to meet the increasing demand of importing countries and to expand

their domestic market. Columbia, Costa Rica Chile, Kenya, Rhodesia, Morocco, South Africa, Israel, India, China and Shrilanka these are the new floriculture centres

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