

Guide to Production Information for Commercial Floriculture Growers

COMMERCIAL HORTICULTURE • DEPARTMENT OF HORTICULTURE
PURDUE UNIVERSITY COOPERATIVE EXTENSION SERVICE • WEST LAFAYETTE, IN

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The following is a reference list of informative publications for experienced and new commercial producers of floricultural crops. Accompanying each reference is a brief description of the publication. Although the list does not include every publication designed for commercial floriculturists, it contains many of the more useful references. Prices listed are as of May, 1990, and should be regarded only as a guideline.

Publications may be ordered from the listed source, or your local bookstore may be able to obtain a title for you. The list contains a few books which are out of print. These books may be available at a good horticultural library.

BOOKS BY TOPIC

Crop Management

Ball Red Book - Greenhouse Growing, 14th edition
1985
Vic Ball, Editor
Ball Seed Company
P.O. Box 335, West Chicago, IL 60185
720 pp. \$26.95

An excellent book for all growers. This time-honored book has been updated continuously on such topics as greenhouse management, plant culture, and nutrition.

Compendium of Rhododendron and Azalea Diseases
1986
Duane L. Coyier and Martha K. Roane, Editors
APS Press
3340 Pilot Knob Road
St. Paul, MN 55121
65 pp. \$20.00

An excellent reference for rhododendron and azalea diseases. Lists disease symptoms, cycles, and controls, along with numerous color photographs for easy identification.

Cornell Recommendations for Commercial Floriculture Crops. Part I: Cultural Practices
1981
Distribution Center C 7 Research Park,
Cornell University
Ithaca, NY 14850
60 pp. \$9.95
A guide for cultural practices and production planning.

Cornell Recommendations for Commercial Floriculture Crops. Part II: Pest Control
1987
Distribution Center C
7 Research Park, Cornell University
Ithaca, NY 14850
75 pp. \$9.95
A guide for pest identification and control.

Diseases and Pests of Ornamental Plants, 5th Edition
1978
P. O. Pirone
John Wiley and Sons
605 Third Ave.
New York, NY 10158
566 pp. \$34.95
An excellent guide for disease and insect pests of trees, shrubs, and flowers. Plants are listed by scientific name, accompanied with a description and control of common maladies. Controls listed are dated.

Diseases of Ornamental Plants

1975

Junius L. Forsberg

Univ. of Illinois Press, Ag. Publications

Room 47, Mumford Hall, 1301 W. Gregory Dr.

Urbana, IL 61801

222 pp. \$5.50

An excellent guide book for diagnosing diseases in floral crops for growers and extension personnel. Black and white photographs and descriptions of the symptoms aid in identification. Control methods may be dated. Out of Print.

Greenhouse Management for Flower and Plant Production, 2nd Edition

1980

K. S. Nelson Interstate Printers and Publishers, Inc.

19-27 N. Jackson St.

Dansville, IL 61832-0594

250 pp. \$19.95

A book presenting the management approach to the greenhouse facilities, planning cropping schedules, and the growth environment.

Insect, Mite and Disease Control on Commercial Floral Crops

1986

C. C. Powell and R. K. Lindquist

Publications Office, Cooperative Extension Service

Ohio State Univ., 2120 Fyffe Rd.

Columbus, OH 43210-1099

42 pp. \$4.20

A guidebook to pest management in the greenhouse. Contains sections on recommended pesticides and safety and 50 full color photographs.

Westcotts Plant Disease Handbook, 5th Edition

1979

R. K. Horst

Van Nostrand Reinhold

135 W. 50th St.

New York, NY 10020

976 pp. \$59.95

A valuable reference for diagnosing diseases of trees, shrubs, flowers, and vegetables. Sections include host plants and their diseases, descriptions of diseases and chemical controls. Controls listed are for home gardeners and are dated.

General Reference

Care and Handling of Flowers and Plants

1985

Society of American Florists

1601 Duke Street

Alexandria, VA 22314

200 pp. \$35.00

A guide containing colored photograph fact sheets on fresh flowers, decorative foliage, flowering plants, and green plants. Fact sheets contain cultural requirements and list the major pests. (Available to SAF members for \$20.00.)

Exotic House Plants, 10th Edition

1976

A. B. Graf

Roehrs Co.

P. O. Box 125, 136 Park Ave.

East Rutherford, NJ 07073

178 pp. \$8.95

A pictorial guide for identifying over 1200 house plants. Sections also list each plant's scientific name, native homeland and growth characteristics.

Exotic Plant Manual, 5th Edition

1978

A. B. Graf

Roehrs Co., Inc.

P. O. Box 125, 136 Park Ave.

East Rutherford, NJ 07073

840 pp. \$37.50

An authoritative reference to tropical plants, with over 4,200 photographs. Sections describe each plant and its growth characteristics.

Exotica IV: Pictorial Cyclopedia of Exotic Plants and Trees

1985

A. B. Graf

Charles Scribner & Sons

597 Fifth Avenue

New York, NY 10017

2 volumes

1,834 pp. \$187.00

An extensive pictorial reference book containing over 12,000 illustrations of tropical plants. Each plant photograph is identified by its scientific name, as well as descriptions of native habitat and growth characteristics.

Flower and Plant Production in the Greenhouse

3rd Edition

1978

K.S. Nelson

Interstate Printers and Publishers, Inc.

19-27 N. Jackson St.

Dansville, IL 61832-0594

335 pp. \$19.95

Primarily for secondary school instructors.

Its many illustrations make it useful to a person with little greenhouse experience. New edition expected in the fall of 1990.

Greenhouse Engineering

1989

R.A. Aldrich and J.W. Bartok, Jr.

Dept. of Agric. Engineering, U-87, Room 308

University of Connecticut, 1376 Storrs Road

Storrs, CT 06269-4087

271 pp. \$20.00

An excellent technical guide for planning greenhouse construction. Chapters include greenhouse planning, structures, materials handling, environment, equipment for heating and cooling, environment modification, remodeling greenhouses, and energy conservation.

Herbaceous Perennial Plants

1989

A. M. Armitage

Varsity Press, Inc.

P. O. Box 6301

Athens, Georgia 30604

680 pp. \$37.95

An extensive guide to over 2700 species, varieties and cultivars of herbaceous perennials. Contains an index of both scientific and common names, plus 160 line drawings and 96 color photographs.

Horticulture Principles and Practical Application

1980

R. P. Poincelot

Prentice-Hall

200 Old Tappan Road

Old Tappan, NJ 07675

652 pp. \$18.95

A guide for beginning students of horticulture or for those who want a review of the basics.

Hortus Third

1976

Liberty Hyde Bailey Hortorium at Cornell University

MacMillan Publ. Co., Inc.

866 Third Avenue

New York, NY 10022

1304 pp. \$135.00

The premier reference guide to 34,305 families, genera and species of plants. Each plant entry includes a description of the correct botanical name, common name, native area of origin, propagation, culture, and use.

Interior Landscapes - Installation, Maintenance & Management, 2nd Edition

1987

G. H. Manaker

Reston Publishing Co., Inc.

11480 Sunset Hills Rd.

Reston, VA 22090

320 pp. \$34.67

A practical guide for those involved in the interior plant business. A useful reference to environmental and cultural considerations.

Interiorscapes: Planning, Graphics and Design

1987

G. Piercall

Prentice-Hall

200 Old Tappan Road

Old Tappan, NJ 07675

340 pp. \$52.00

A useful book to students and landscapers alike. It provides background and ideas on interiorscape principles and considerations, as well as graphics and design.

Introduction to Floriculture

1980

R. A. Larson, Editor

PPGA

P. O. Box 27517

Lansing, MI 48909

607 pp. \$44.95

An excellent book with chapters by twenty-one authoritative authors. The book is divided into two sections, Cut Flowers and Potted Plants, and covers the major floriculture crops produced in the United States.

Media and Mixes for Container-Grown Plants

1988

A. C. Bunt

Allen and Unwin

8 Winchester Place

Winchester, MA 01890

309 pp. \$55.00

A scientific guide to growing media. In-depth coverage of media components, nutrition principles and elements, mix formulation, and media sanitation is provided.

Plant Propagation: Principles and Practices

4th Edition

1983

H. T. Hartman and D. E. Kester

Prentice-Hall

200 Old Tappan Road

Old Tappan, NJ 07675

724 pp. \$29.95

A guidebook for any individual who propagates plants. The book provides an in-depth coverage of propagation that isn't found anywhere else.

Poisonous Plants of the United States and Canada

1964

J.M. Kingsbury

Prentice Hall

200 Old Tappan Road

Old Tappan, NJ 07675

626 pp.

The guide to the description, distribution, and toxicity of plants, fungi, and algae common to the U.S. Out of print.

The Commercial Storage of Fruits, Vegetables, and Florist and Nursery Stocks

1986

J. M. Mutz, et al

USDA Agricultural Handbook No. 66

U. S. Govt. Printing Office

Washington, D. C. 20402

94 pp. \$6.00

A guide containing the proper storage temperatures and conditions for over 150 floral crops.

The New York Botanical Garden Illustrated Encyclopedia of Horticulture

1980

T. H. Everett

Garland Publishing Co., Inc.

136 Madison Ave.

New York, NY 10016

10 Volumes

1468 pp. \$240.00

An excellent guide to ornamental and food plants. Crops are arranged in alphabetical order by scientific names. Each plant has a description of its growth characteristics, area of origin and cultural requirements.

The Standard Cyclopedia of Horticulture

1942

L. H. Bailey

MacMillan Publishing Co., Inc.

866 Third Ave.

New York, NY 10022

3 Volumes

3,539 pp.

An excellent reference to cultural information on horticultural crops. Out of print.

Tropica: Color Cyclopedia of Exotic Plants and Trees, 2nd Edition
1981
A. B. Graf
Charles Scribner & Sons
597 Fifth Ave.
New York, NY 10017
1136 pp. \$115.00
A photographic guide to 7,000 plants native to tropical climates.

Greenhouse Environment

A Guide for the Hydroponic and Soilless Culture Growers
1983
J. Benson Jones, Jr.
Timber Press
9999 S.W. Wilshire
Portland, OR 97225
124 pp. \$19.95
A complete guide to the principles of hydroponic culture. Chapters include in-depth coverage of the nutritional and cultural requirements. Out of print.

Greenhouse Management, 2nd Edition
1983
R. W. Langhans
Halcyon House Publishers, Inc.
P. O. Box 9547
Kansas City, MO 64133
270 pp. \$19.50
A guide to structures, environmental control, materials handling, crop programming, and business analysis.

Greenhouse Operations and Management
3rd Edition
1985
P. V. Nelson
Reston Publication
11480 Sunset Hills Rd.
Reston, VA 22090
563 pp. \$34.00
A background guide for operating a greenhouse. The book covers structures, equipment, general plant culture and post-harvest handling.

The Commercial Greenhouse Handbook
1981
J. W. Boodley
Reinhold Van Nostrand
135 W. 50th St.
New York, NY 10020
568 pp. \$25.95
A book written for students of horticulture. The basics are covered: growing structures, growing media culture, nutrition, and specifics on producing some of the major floricultural crops.

The Greenhouse Environment: The Effect of Environmental Factors on Flower Crops
1977
J. W. Mastalerz
John Wiley and Sons
605 Third Avenue
New York, NY 10158
629 pp. \$32.95
This book stresses how greenhouse conditions affect the growth and development of floral crops. Emphasis is on the technical approach, and the book is ideal for those individuals who desire an advanced coverage of the topic.

The Growth Chamber Manual: Environmental Control for Plants

1978

R. W. Langhans, Editor

Comstock Publishing Company

750 Cascadilla St.

Ithaca, NY 14850

240 pp. \$29.00

An in-depth, scientific coverage of how growth chambers work, construction, and plant production.

Management and Marketing

Floral Marketing

1980

D.C. Goodrich

Lebhar-Freedman Books

New York, NY

227 pp. \$18.95

Covers the historical and structural system of floral crops marketing in the U.S.

Management for Retail Florists with Applications to Nurseries and Garden Centers

1980

G.H.Sullivan, J.L.Robinson, and G.L.Staby

W. H. Freeman and Co.

4419 West 1980 South

Salt Lake City, UT 84104

533 pp. \$31.95

A thorough, readable text on business management and marketing for retail florists.

Nursery Management, Administration and Culture

2nd Edition

1988

H. Davidson, R. Mecklenburg, and C. Peterson

Prentice Hall

200 Old Tappan Road

Old Tappan, NJ 07675

413 pp. \$36.33

An excellent guide for business management organization and production of nursery stock.

A useful section on financial management and inventory control.

Profitable Garden Center Management, 2nd Edition
1982

L. Berninger

Reston Publishing Co., Inc.

11480 Sunset Hills Rd.

Reston, VA 22090

396 pp. \$32.00

Chapters cover getting started in business, management, merchandising, pricing, and advertising.

The Retail Florist Business, 4th Edition

1983

P. B. Pfahl & P. B. Pfahl, Jr.

Interstate Printers and Publishers, Inc.

19-27 N. Jackson St.

Danville, IL 61832-0594

500 pp. \$25.25

A good basic guide for the operators of a floral business. Chapters cover marketing, personnel, business management, and floral design.

BOOKS BY CROP

Bedding Plants

Bedding Plants III

1985

John W. Mastalerz and E. Jay Holcomb

Pennsylvania Flower Growers

12 Cavalier Drive

Ambler, PA 19002

560 pp. \$20.00

An in-depth resource book for the bedding plant grower. Chapters detail the total spectrum of production from planning and growing to marketing.

Bedding Plants, 2nd Edition

1976

C. H. Potter

Florists Publishing Co., American Nurseryman

111 N. Canal St.

Chicago, IL 60606-7203

62 pp. \$4.95

Contains a general overview of bedding plant production, from seeding through marketing.

Growing Hardy Perennials

1981

K. Beckett

Timber Press

9999 S. W. Wilshire

Portland, OR 97225

182 pp. \$14.95

A resource for the hardy perennial grower who is searching for more in-depth information. Includes an extensive listing of the cultural requirements of over 300 genera and species.

Tips on Growing Bedding Plants

1989

Ohio State University

Publications Office, 258 Kottman Hall

2021 Coffey Road

Columbus, Ohio 43210

104 pp. \$17.50

An excellent, up-to-date, grower-oriented bulletin that covers all aspects of bedding plant production from seed germination, fertilization and pest control to cost of production. Each chapter is written by a specialist in that area.

Tips on Growing Potted Perennials and Biennials

1989

Ohio State University

Publications Office, 258 Kottman Hall

2021 Coffey Road

Columbus Ohio 43210

54 pp. \$13.85

An excellent, up-to-date, grower-oriented bulletin.

Chrysanthemums

Chrysanthemums: Year-Round Growing

1983

B. Machin and N. Scopes

Grower Books

50 Doughty St.

London, England WC1N 2LP.

233 pp. 4.25 (British Currency)

A book covering the cultural practices and pest management of cut and pot chrysanthemums. An advanced coverage.

Tips on Growing Potted Chrysanthemums

1989

Ohio State University

Publications Office, 258 Kottman Hall

2021 Coffey Road

Columbus, Ohio 43210

An excellent, up-to-date, grower-oriented bulletin that covers all aspects of potted chrysanthemum production.

Cut Flowers

Commercial Field Production of Cut and Dried Flowers

1988

Extension Special Programs

405 Coffey Hall, 1420 Eckles Avenue

St. Paul, MN 55108

204 pp. \$20.00

This book contains the proceedings from the National Symposium on outdoor flower production. It is an excellent guide filled with material from some of the leading growers and researchers.

Commercial Flower Growing

1985

J. P. Salinger

Butterworths Publishing

33-35 Cumberland Place, CPO Box 472

Wellington, New Zealand

269 pp. \$19.95

A grower-oriented book from New Zealand covering indoor and outdoor cut flower production.

Cut Flowers from Bulbs, Grower Guide No. 22

1981

A. A. DeHertogh

Grower Books

50 Doughty St.

London, England WC1N 2LP.

82 pp. 3.75 (British currency)

A practical guide to the culture of eleven major cut flowering bulbs.

Freesias, Grower Guide No. 1
1979

D. Smith

Grower Books

50 Doughty St.

London, England WC1N 2LP.

90 pp. 3.75 (British currency)

A practical cultural guide for freesias, giving detailed information for growers.

New Cut Flower Crops, Grower Guide No. 18

1980

Grower Books

50 Doughty St.

London, England WC1N 2LP.

80 pp. 3.75 (British currency)

An interesting guide which highlights new potential cut flower crops and their cultural requirements.

Quality in Cut Flowers, Grower Guide No.11

1980

Grower Books

50 Doughty St.

London, England WC1N 2LP.

34 pp. 3.75 (British currency)

A grower-oriented book covering how to improve cut flower quality.

Foliage Plants

A Pictorial Atlas of Foliage Plant Problems

1983

R. W. Henley

Central Chapter, Florida Foliage Assn.

P. O. Box 2507

Apopka, FL 32704-2507

40 pp. \$6.00

A photographic guide with descriptions of nutritional, disease, insect, and physiological plant problems.

Compendium of Ornamental Foliage Plant Diseases
1987

A. R. Chase

APS Press

3340 Pilot Knob Road

St. Paul, MN 55121

92 pp. \$20.00

An excellent reference to foliage diseases. Lists disease symptoms, cycles and controls, along with numerous color photographs for easier identification.

Foliage Plant Production

1981

J. N. Joiner, Editor

Prentice-Hall

200 Old Tappan Road

Old Tappan, NJ 07675

614 pp. \$42.67

An excellent reference book that is the work of 24 specialists in foliage production. Contains in-depth coverage of propagation, culture and pest management.

Geraniums

Geraniums III

1982

Pennsylvania Flower Growers

12 Cavalier Drive

Ambler, PA 19002

410 pp. \$15.00

An in-depth book on geranium production. Details production practices, nutrition and pest control, with particular attention to diseases.

Seed Propogated Geraniums

1986

A. M. Armitage

Timber Press

9999 S. W. Wilshire

Portland, OR 97225

86 pp. \$9.95. Paper

Detailed coverage provided on growing hybrid geraniums.

Tips on Growing Zonal Geraniums

1989

Ohio State University, Publications Office,
Publications Office, 258 Kottman Hall
2021 Coffey Road
Columbus, Ohio 43210

76 pp. \$14.25

An excellent, up-to-date, grower-oriented bulletin that covers all aspects of zonal geranium production.

Poinsettias

Commercial Poinsettia Production

1978

R. W. Larson, et al.
North Carolina Agriculture Extension Service
Publication Ofc., 318 Ricks Hall
North Carolina State University
Raleigh, NC 27607

44 pp. \$2.50

A guide written for the grower. Covers the complete production cycle of the poinsettia.

The Poinsettia Manual, 3rd Edition

1990

P. Ecke, Jr., O. A. Matkin, and D. F. Hartley
Paul Ecke Poinsettias
P. O. Box 488
Encinitas, CA 92024

260 pp. \$48.95

A guide book to all facets of poinsettia production, from stock plant management to sales and marketing. A practical and easy-to-read guide with numerous photographs and information tables.

Tips on Growing Poinsettias, 2nd Edition

1990

Ohio State University
Publications Office, 258 Kottman Hall
2021 Coffey Road
Columbus, Ohio 43210

110 pp. \$19.00

An excellent, up-to-date, grower-oriented bulletin that covers all aspects of poinsettia production.

Roses

Compendium of Rose Diseases

1983

R. Kenneth Horst
APS Press
3340 Pilot Knob Road
St. Paul, MN 55121

50pp. \$20.00

An excellent reference for rose diseases. Lists disease symptoms, cycles, and controls, along with numerous color photographs for easier identification.

Greenhouse Roses: Diagnostic and Remedy of Nutritional Disorders

1980

J. W. White
Roses, Inc.
1152 Haslett Rd.
Haslett, MI 48840

46 pp. \$50.00

A guide to nutrient disorders of roses, with emphasis on identification.

Roses Under Glass, Grower Guide No. 9

1981

Grower Books
50 Doughty St.
London, England WC1N 2LP.

78 pp. 3.75 (British currency)

A guide to the methods used in Great Britain for producing greenhouse roses.

Roses: A Manual on the Culture, Management, Diseases, Insects, Economics and Breeding of Greenhouse Roses

1987

R. W. Langhans, Editor
Roses Incorporated
P. O. Box 99

1152 Haslett Road
Haslett, MI 48840

372 pp. \$50.00

A complete reference book to the cultural practices and pest management, identification, and control of roses. Contains chapters from 20 authors.

Miscellaneous Crops

Commercial Flower Forcing, 8th Edition
1979

A. Laurie, D. C. Kiplinger, and K. S. Nelson
McGraw-Hill Book Co.

1221 Avenue of the Americas
New York, NY 10020

514 pp. \$42.95

A book describing the practical aspects of how to promote flowering in cut-flowers, pot-plants and bedding plants. Also contains information on plant growth and environment condition.

Flowering Pot Plants, Grower Guide No. 30
1989

Grower Books

50 Doughty St.
London, England WC1N 2LP.

76 pp. 9.50 (British currency)

Contains information on the latest growing techniques used in Europe. Includes such crops as azalea, begonia, cineraria, gloxina, and poinsettia.

Growing Azaleas Commercially

1975

A. M. Kofranek and R. A. Larson

Publications, Univ. of Calif., Div. of Ag. Sciences

1422 S. 10th St.

Richmond, CA 94804

108 pp. \$7.50

A useful guide to the cultivars, propagation, nutrition, culture, and pests management of azaleas. Each chapter written by a leading researcher in that area.

Holland Bulb Forcers Guide, 4th Edition
1988

A. DeHertogh

The Netherlands Flower Bulb Institute

Five World Trade Center, Suite 6217

New York, NY 10048

300 pp. \$30.00

An authoritative guide on flower bulb production. Covers all the major crops that are produced by forcing and outdoor cut flowers. Also contains production, diseases, insects, and physiological disorders.

Tips on Growing Easter Lilies

1990

Ohio State University,

Publications Office, 258 Kottman Hall

2021 Coffey Road

Columbus, Ohio 43210

57 pp. \$19.00

An excellent, up-to-date, grower-oriented bulletin that covers all aspects of easter lilies production.

PERIODICALS

American Nurseryman

American Nurserymens Publishing Co.

3105 South Michigan Ave.

Chicago, IL 60604

\$17.00 yr.

A periodical devoted to the commercial nursery industry. Published twice monthly.

Greenhouse Grower

Meister Publishing Co.

37841 Euclid Ave.

Willoughby, OH 44904

\$12.00 yr.

An informative periodical for the greenhouse floral crop producer. Published monthly.

Greenhouse Manager

Branch-Smith Publishing Co.

P.O.Box 1868

120 St. Louis Ave.

Ft. Worth, TX 76104

\$24.00 per yr.

A grower-oriented magazine. Published monthly.

Grower Talks

George J. Ball, Inc.

250 Town Road

West Chicago, IL 60185

\$19.00 yr.

A leading periodical covering floral crop production. Published monthly.

Interior Landscape Industry

American Nurseryman Publishing Co.

111 N. Canal St., Suite 545

Chicago, IL 60606-7276

\$24.00 yr.

A magazine for the interior landscaping industry.

Published monthly.

Interiorscape

Brantwood Publications, Inc.

3023 Eastland Blvd., Suite 103

Clearwater, FL 34621-4106

\$12.00 yr.

An interiorscaping industry magazine.

Published monthly.

