University of Florida projects 2013-14

Young Plant Manufacturing
Root Zone Management
New Crops

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YOUNG PLANT MANUFACTURING

Goal: Grow more profitable widgets through benchmarking, training and logistics

Manufacturing (A) Financial analysis

- Benchmarking
- Costing model and tool development

Growers
- AgriStarts (FL)
- D.S. Cole Growers (NH)
- Dummen
- Four Star (MI)
- Knox (FL)
- Kube-Pak (NJ)
- Lucas (NJ)
- Mast Young Plants (MI)
- Pleasant View Gardens (NH)
- Rockwell Farms (NC)
- Speedling (FL, CA)
- Spring Meadow (MI)
- Vivero Internacional (Mexico)
- Welby Gardens (CO)

Media/Fertilizer
- AMA Plastics
- Blackmore Co.
- Fafard et Freres
- Greencare Fertilizers
- Pindstrup
- Premier Tech Horticulture
- Quality Analytical Laboratories
- Sun Gro Horticulture

Thank you!
**Manufacturing (B) Training**

Three levels
- Production staff
- New grower
- Experienced grower/Technical sales

**ROOT ZONE MANAGEMENT**

(A) Substrates and Quality Control
- Testing procedures for propagation
- Training for customers
- Substrate CEC, pre-plant lime and fertilizer
- Compost and degraded peat

**Manufacturing (C) Crop Planning**

- Internal Crop Plans
- Marketing Culture Guides
- Back Pocket Grower mobile solution

**Root zone (B) Fertilizers and pH**
- New tool to match fertilizer to water alkalinity
- New pH solubility charts
- Plant species effects on pH
Root zone (C) Water quality & treatment

- Efficacy & cost of water treatment technologies including filters
- Paclobutrazol remediation

Root zone (D) Stock plant irrigation

- 50% runoff high in N and P is common
- Sensor and climate modeling approaches to optimize irrigation decisions

NEW CROPS

(A) Turning blueberries into azaleas

(B) New non-invasive cultivars of Ruellia

Dr. Rosanna Freyre

Mayan Purple (2012)
Mayan White (2013)
Mayan Pink (2014)