

**Title** Floriculture research in the 21<sup>st</sup> century: It's more than just science  
**Author** T.A. Nell  
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#### **Abstract**

Floriculture research has seen reduced governmental funding over the last three decades. Industry financial support has provided researchers with support for labor, operating expenses and equipment to address practical solutions to production and postharvest issues. While non-governmental funding has allowed research to continue, industry supported 'contract research' has, in some instances, limited communication between scientists and has greatly reduced external communication with elected officials and the public. Research universities will benefit in the future by incorporating public communication programs into all programs.