

Title Bridging the gap between science and consumer preferences for fragrance of fresh cut flowers
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Abstract

In recent years, there have been several discoveries made in plant biotechnology that are being developed into commercially viable biotechnologies for use in the US floriculture industry. Although total production of floriculture crops in the US is a substantial industry (\$5B USD wholesale value), retail sales are based on consumer appeal and demand for a continuous stream of novel products that appeal to human senses. Most successful floriculture products for consumer markets have logically focused on visual characteristics such as flower color and form. Additional work has focused on the development of flowers that last longer when exposed to ethylene, again, satisfying the desire for excellent visual quality. More recently, the isolation and characterization of several genes responsible for biosynthesis of various components of floral aroma has opened up the possibility of engineering floriculture crops that appeal to human olfactory senses.