

Title Application of human issues in horticulture research to current marketing concepts
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Abstract

A change in the premise from growing crops for food or fiber to growing them for human health is having tremendous impact on changing plant biotechnology and medicine. In the same way, an understanding of the connection between ornamental plants and mental, social, and environmental health rather than aesthetics is beginning to alter how we look at the value of plants and the uses that we will make of them. This paper will look at how the research related to Human Issues. In Horticulture can be implemented within the framework of current marketing concepts in order for the horticulture industry (and the researchers who support this industry) to take advantage of this shift. It will compare seller-based market orientation models (Production Concept, Product Concept, Selling Concept) and customer-based market orientations models (Marketing Concept, Market Orientation, Societal Marketing Concept) as they apply to the marketing of horticultural goods and services and how that can be impacted by HIH research.