

**Title** Strategies for plant introduction and market trends in the US  
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#### **Abstract**

The global search for commercial ornamental plants has increased steadily over the last 50 years. The market has undergone ups and downs but overall new variety releases have continued to grow at an escalating pace. As the marketplace becomes more articulated and issues like branding, patenting, and trade marking become more important there has been a refocusing of how plant introductions take place and a new emphasis on both private and commercial breeding programs. Market-led selection of new plants can take pricing and profitability much higher than it has in the past, however all marketing is only as good as the product itself. So the search for new plants is now pushing into molecular genetics and genetic engineering in order to find the plants that can sustain a market presence long enough to be profitable.