

Aesthetic characterization and postharvest performance of *Chromolaena laevigata*

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Abstract

The floriculture market is characterized by a permanent seeking for new products. *Chromolaena laevigata* (*Asteraceae*) is a perennial plant with beautiful small blue-violet flowers, with honey scent, and dark green leaves, with serrated edges, with potential for commercial use as cut flower. The purpose of this study was to evaluate the ornamental potential of *C. laevigata*. Flower stems of *C. laevigata* were evaluated by 14 florists, following previously defined criteria. *C. laevigata* was considered a species with moderate ornamental potential for table arrangements and events arrangements. The optimum flower vase life was six-days due to the inflorescence darkening, requiring future studies of vase solutions in order to increase its potential as a cut flower.