

Abstract:

Downward pressure of prices, rising cut-flower-imports, environmental consciousness and constraints are some of the leading factors to enhance and popularize extensive and organic flower production. Austrian growers question whether to intensify high input protected cultivation systems and/or to shift to low input extensive field growing systems. In general grading, sorting, cooling and application of floral preservatives are the main post-harvest management techniques that can be applied throughout the post-harvest chain. Usually the produce is commercialized on the central Viennese Green Market, on regional markets or at direct sales centers. Post harvest treatments suitable for organic and conventional integrated field-grown specialty cut flowers were tested to maintain product quality passing the post harvest-chains.