

Abstract:

A survey research was carried out during summer 2002 to determine the attitude and knowledge of the flower consumers' methods of preserving cut flowers. According to simple random sampling, 149 cut flower purchasers were selected from six florist shops in Shiraz, Fars, Iran. A response rate of 97% was recorded. Results indicate that most of the consumers do not use floral preservatives, do not do any treatment on cut flowers to increase their vase life at home, do not select suitable places for keeping cut flowers at home and do not have any idea about the harmful effects of some cut flowers on others. Most of them believe that flowers do not and should not live for a long time. Since this is the first study on the consumers' knowledge about methods of preserving cut flowers in Iran, it should provide important managerial information for the Agricultural Extension Service to diminish cut flower loss and to increase its consumption culture in Iran.