



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Second Year Anniversary and Annual Report Release of the Center for Applied Horticultural Research

The Center for Applied Horticultural Research (CfAHR), founded by Ken and Deena Altman, celebrated its second anniversary on Dec. 9th with an open house and a showcase of all the research projects completed in 2010.

The seminar was well attended by local growers and industry representatives. The event was a joint session presenting CfAHR research and UCCE research. The afternoon started with lunch among friends and colleagues; the meeting participants were welcomed by Lucia Villavicencio, CfAHR director, and James Bethke, Floriculture and Nursery Farm Advisor (UCCE, San Diego). The presentation started with a summary of the Center's activities in the past and a review of its present position, mission statement and criteria to select research projects, followed by a detailed discussion of representative projects done in the seven areas of research covered in 2010: pest control, disease prevention and control, water management, plant growth regulators, plant nutrition, substrates and other production factors. Mr. Bryan Vander Mey, senior research assistant (UCCE, San Diego), also presented the results of the projects he completed at the center during the year 2010.

The 2011 goals for the Center were also discussed. Dr. Villavicencio emphasized that the Center's mission continues to be to conduct applied research to directly benefit growers and the nursery industry, as well as to provide a location for industry events. The CfAHR open house provided the opportunity for growers and industry representatives to preview future research. Participants were also asked to complete a survey on research priorities for the horticultural industry and their input will be taken into consideration when selecting trials at the Center.

The CfAHR's annual report presents a detailed account of all research projects conducted during the 2010 calendar year and it is available for viewing at the Center's website (www.cfahr.org).