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**MICHIGAN FLORICULTURE
GROWERS COUNCIL**

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For Immediate Release

2008 RESEARCH PRIORITIES ENDORSED BY MFGC

Michigan Floriculture Growers Council announces the following research priorities, developed in conjunction with Michigan State University Floriculture. MFGC strives to make both researchers and funders of research aware of the industry's need for both basic and applied research and has shared this list with the Western Michigan Greenhouse Association and the Detroit Metro Flower Growers. The list is updated each year.

- **Sustainability** - Identify and evaluate sustainable production practices and products that reduce environmental impacts, including biodegradable containers and organic fertilizers.
- **Water** - Reduce the amount of water consumed in greenhouse production and reduce water and nutrient runoff from greenhouse operations.
- **Energy** - Improve the energy efficiency of greenhouse production in Michigan and other temperate climates - i.e. reduce energy inputs, employ alternative energy such as wind and biofuels, educate growers on energy efficiency.
- **Managing Risk** - Determine opportunities to reduce crop and economic losses due to pests and publicly ordered plant destruction and quarantine.
- **Production Lighting** - Minimize production time by using lighting systems to produce plants with reduced time, chemicals, space, and labor.
- **Marketing** - Develop a deeper understanding of the dynamics of consumer demand for floriculture industry products.
- **New Crops** - Identify and test new greenhouse crops and develop new crop production schedules for efficient and profitable production in Michigan.
- **Chemicals** - Identify and test new herbicides, fungicides, growth regulators, and insecticides for the greenhouse industry.
- **Post-Harvest** - Develop strategies to extend the post-harvest period of greenhouse crops so that the stress tolerance of plants is improved and/or plants have a longer shelf life.
- **Business Functions** - Improve business marketing, management skills, and organizational development for floriculture companies in Michigan.

MFGC is the Michigan floriculture advocacy organization founded in 2006. Members receive a monthly e-newsletter updating them on these policy issues. Further information and a membership application can be found at www.mifgc.org.

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