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Woody cut stems are the focus of a burgeoning, worldwide business. Until now, professional growers have lacked a resource that addresses how to choose, cultivate, and handle these popular plants. Woody Cut Stems for Growers and Florists fills this gap. Includes detailed information on 100 woody genera used for cut stems, extensive production guidelines, and explanations of techniques such as pruning, coppicing, and forcing. Rounding out the book are useful charts and tables that list species according to characteristics such as color, season of bloom, use, and fragrance. Growers who have been eager to add woody cut stems to the products they produce will find all the information they need to expand their business in an exciting and profitable new direction.