DIMENSIONS OF QUALITY OF CUT-FLOWERS IN HORTICULTURAL SUPPLY CHAINS

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Summary: The term ‘quality’ undergoes multiple changes in understanding, perception and demands by different parties involved in floricultural value chains. A brief description of the variety of dimensions of quality in chains is delivered with an emphasis on issues of aesthetic and emotional value (consumers’ scale) and of social and environmental sustainability.

INTRODUCTION,

Cut-flower-industry (‘Floriculture’) is a strictly globalizing business. The transition from local growing and marketing to international production, distribution and marketing is almost done for major crops, such as cut-roses. The relatively young concepts of crop quality and its management were recently extended to the concept ‘quality in value-chains’ [4]. During recent years supply chain management has emerged as a concept and tool to deal with the complexity of a supply chain that links the production to consumption. It is a framework that captures the crop, the growing and the logistical, economic, marketing, information and human resource elements up to the end-use [2]. The term ‘quality’ and its multiple dimensions as well as the multiple demands and expectations of players in the chain - parties involved in from breeding, to consumption of fresh floricultural goods are briefly described. From grower to vase: Multiple demands meet single acceptance [1]. Finally the emotional & aesthetic values make consumers decide–or not.

MATERIAL AND METHODS

Research has been conducted on growers and consumers level. Research question and aim of the ongoing work has been to generate data on the acceptance and perception of ecologically and socially friendly labels as signs of responsible and fair trading using various types of interviewing (e.g. expert interview) and discussion groups. The theorem defined is, eco-social labelling contributes as another dimension of quality in floricultural chains and adds to emotional value.

REFERENCES