



Bachelor Degree Program Horticulture – Production, Trade, Services

Green, sustainable, global – Studying Horticulture in
Weihenstephan

The Study Program



... everything is centered on „plants: ornamentals, fruit crops and vegetables. It is all about their production, use and marketing and the supply and value chains associated with them“.

Campus Weihenstephan



Weihenstephan Gardens

- 100.000 visitors annually
- Research, plant evaluation and comparative trials with herbaceous perennials and woody plants

Institute of Horticulture

- Research into value chains, sustainable efficiency, and innovation

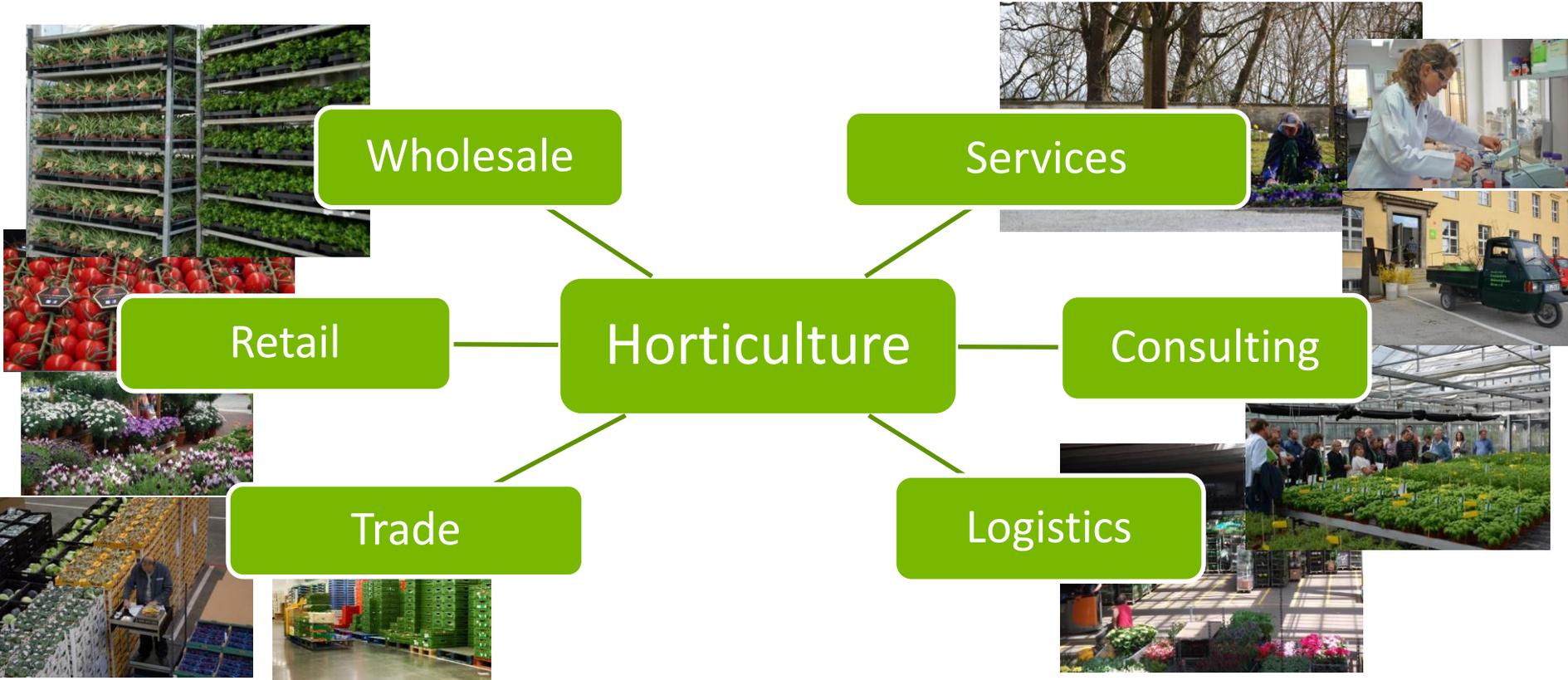
Schlachters Fruit Research Station

- Research programs, especially as to apple cultivation
- Possibilities for practical trainings/internships/theses

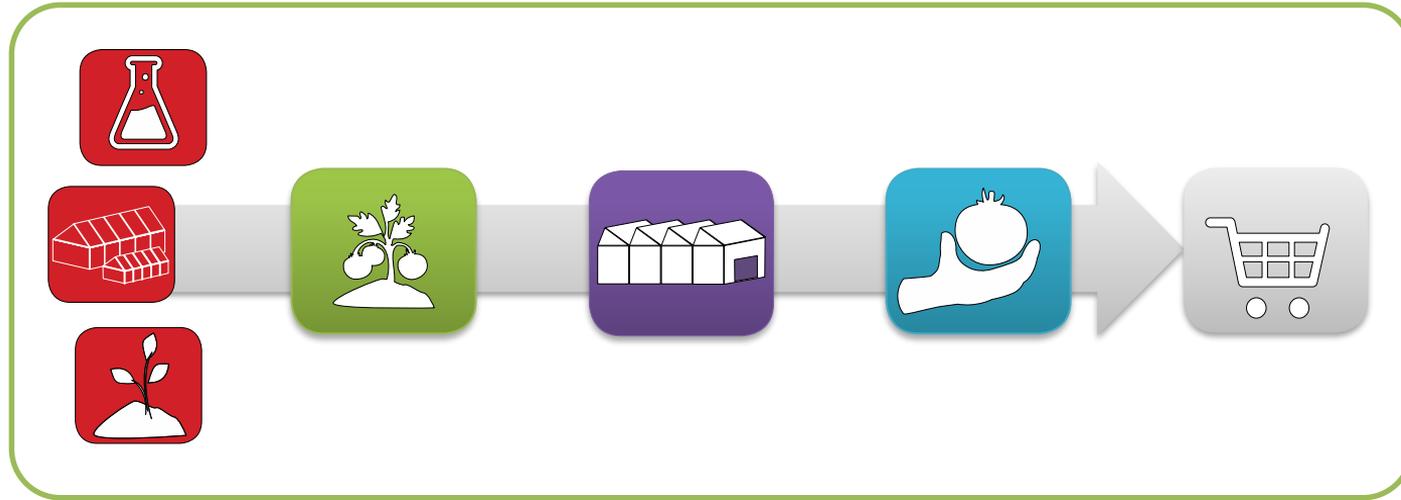
Horticulture: Definition & Branches



Horticulture: Definition and Branches



Horticultural Supply & Value Chains



... from the sourcing of raw materials to the cultivation of plants to the delivery of finished products to the end user or consumer



Production

... in the greenhouse



... and in the open



... in the ground



... and in closed soilless culture systems

Indoor Farming at HSWT





Understanding research and implementing trials

Innovative Measurement Procedures



Image by courtesy of Felix Instruments



Application of state of the art technologies



Post-harvest Processes and Storage



Sorting



Ripening



Plant Protection and the Use of Beneficial Insects



Plant Nutrition and Fertilization, Laboratory Internships



Marketing, Sales and Plant Knowledge



PRASKAC
GARTENKUNDE

Blaukresse nach Elisabeth 100 Stk.	2,40
250 Stk.	2,90
500 Stk.	3,80
1000 Stk.	4,70
2000 Stk.	5,00
3000 Stk.	7,00
4000 Stk.	8,20
5000 Stk.	10,80

Arabis caucasica
'Bakke'
Gänsekresse

Blüte: weiß
Wuchs: mittel, reichblühender Polster
Blatt: grünlila
Standort: durchlässige Gartenböden,
moos- frucht. anspruchlos
Verwendung: in Steingärten, als Beetpflanzen,
in Uffertöpfen, in Aquarien,
10-15 Stk. pro

Bezugsquelle: Karmel, Riemelt, Gärthage,
Tascher, Gärthage

Arabis caucasica
'Hedi'
Gänsekresse

Blüte: rosarot
Wuchs: breiter, reichblühender Polster
Blatt: grünlila
Standort: durchlässiger Gartenboden,
trocken - frisch, anspruchlos
Verwendung: in Steingärten

April - Mai

Marketing, Sales and Quality Management



Item	Price
Multi-Color Peppers	
Bagged Red Peppers	3.49
Organic Snipped Green Beans	3.92/LB
Conventional Pickling Cucumbers	1.49/LB
Conventional Soy Bean & Mung Bean Sprouts	1.99/LB
Conventional Jicama	1.99/LB
Conventional Rhubarb	4.99/LB
Conventional Brussels Sprouts	3.49/LB
Conventional Green Beans	1.99/LB

Field Trips



Horticulture is ...

Green and Regional

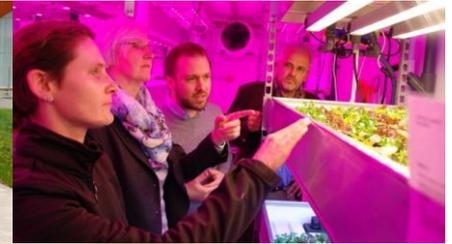
- Plants
- Vegetables
- Fruits
- Gardens
- Parks



Horticulture is ...

Green and Sustainable

- Development work
- Academic research
- Conservation of resources
- Using beneficial insects



Horticulture is ...

Green and Global

- Worldwide trade flows
- Worldwide production
- Plants from all over the world



Structure of the Degree program

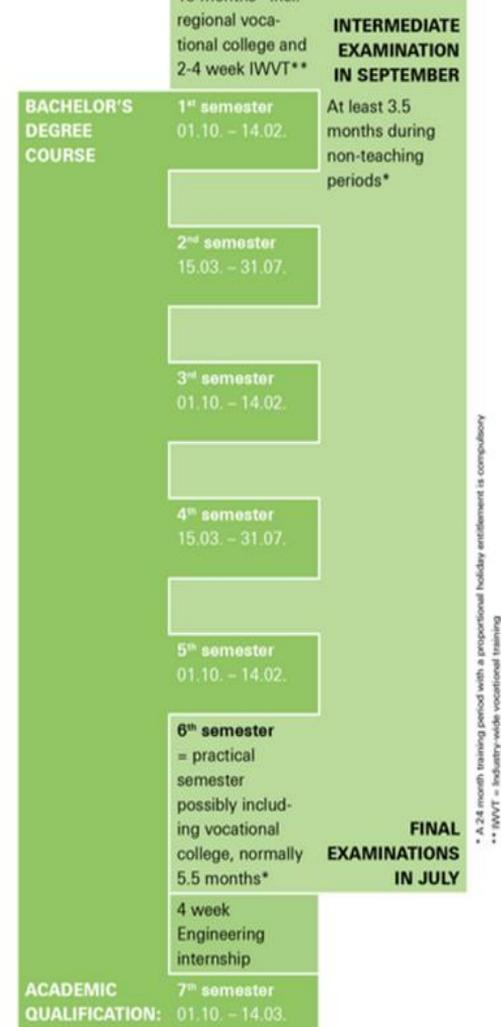
- Core studies (1st – 3rd semester)
 - Compulsory modules
- Profile study I (4th and 5th semester)
 - Between two fields of study can be chosen:
 - Production Management in Horticulture
 - Trade and Services in Horticulture
 - Obligatory and elective modules in both areas
- Practical semester (6th semester)
- Profile study II (7th semester)
 - Elective modules
 - Bachelor thesis

Many Possibilities to Elect and Specialize

- There are currently 16 elective modules to choose from in the summer semester, with a maximum of five per semester, e.g.
 - Horticultural Plant Breeding
 - Fundamentals of Plant Biotechnology
 - Production Procedures in Fruit Growing
 - Tropical Horticulture
 - ...
- There are currently 26 elective modules to choose from in the winter semester, with a maximum of five per semester, e.g.
 - Fruit and Vegetable Technology
 - Garden Design
 - Herbs, Spices and Mushrooms
 - Quality Management
 - ...

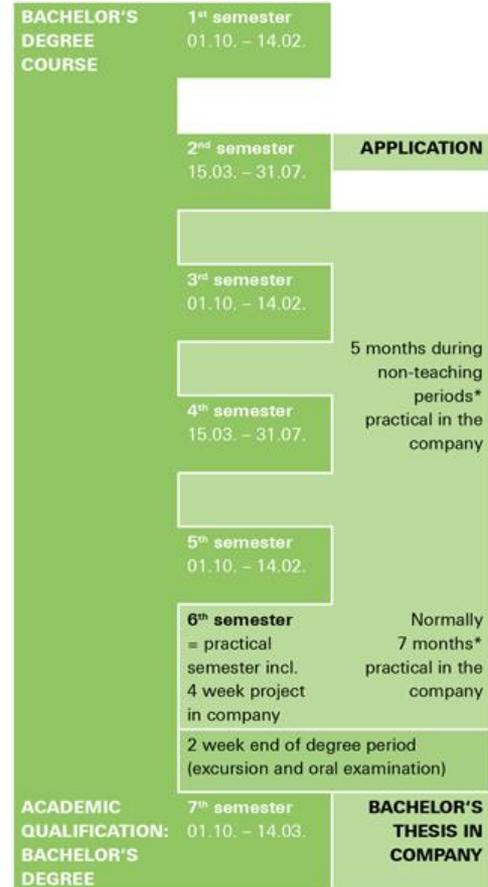
Dual Study Options

1. Studies combined with vocational training



Dual Study Options

2. Studies combined with in-depth practice



Horticulture Sector

Significant economic importance – annual turnover of 78 billion euros in Germany and 700,000 employees in 6,044 companies

- What will you do after finishing your studies?
 - Organizing and overseeing production and cultivation
 - Working as a crop technologist or breeding specialist
 - Managing staff and organizing work
 - Consulting and advising
 - Quality management, monitoring and control
 - Purchase, sourcing, marketing and sales



Employers in Horticulture (Examples)



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Dehner

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iglo

**Verband
Botanischer
Gärten**

Z V G

Ulmer

SUBSTRAL[®]

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- Study Program Ambassadors

- <https://www.hswt.de/studium/studiengaenge/gb/profil/studiengangsbotschafter.html>





WEIHENSTEPHAN · TRIESDORF
University of Applied Sciences

Thank you

Prof. Dr. Heike Mempel

06.07.2020



*Applied Sciences
for Life*