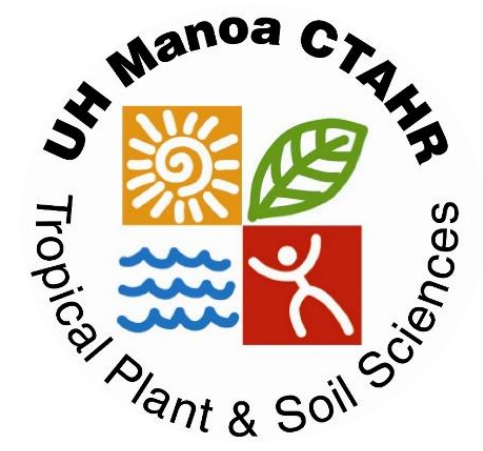


Experiential Learning through Production and Marketing of Princettia and Poinsettia Plants for Fundraising Sales



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Introduction

- Students in the Department of Tropical Plant and Soil Sciences (TPSS) at the University of Hawaii at Manoa lack opportunities for hands-on experience growing potted ornamental plants
- Plants sold at multiple sales held throughout the year by the undergraduate Horticulture Society have been purchased from local wholesale nurseries or retail stores instead of being grown by students
- Participation in the plant sales activities is on the decline

Objectives

- Provide an opportunity for students to gain hands-on experience growing and selling potted ornamental plants
- Increase student participation in plant growing and sales activities

Methods

- One undergraduate member of the Horticulture Society and two members of the TPSS Graduate Student Organization led the plant production and sales activities for the annual December plant sale.
- 100 Princettia (*Euphorbia pulcherrima* × *Euphorbia coranstra*) plants of four cultivars ('Dark Pink', 'Hot Pink', 'Pink', and 'Max White') and 100 traditional poinsettias (*E. pulcherrima*) were produced
- Lead graduate students organized work sessions for students to participate in during the growing season



Poinsettia plant production activities during Fall 2016:
 Transplant of cuttings and pinching of plants

- Two separate sales were held in December 2016 at different locations with marketing materials to advertise the sales



Marketing flyer created by students

Results

- High quality Princettia and Poinsettia plants were produced



Finished Products: Student grown Princettia and Poinsettia Plants

- The plants sold within one hour at both sales
- Customers were impressed with the quality of the plants



Two Campus sales held in December 2016 to sell student grown Princettia and Poinsettia plants

- Student organizations earned \$1355 in profits
 - Production costs were kept low due to donations of plant materials, labor and bench rental fees

Plant Sale Costs	
Plant Materials	\$0 (Donated)
Growing Supplies (Pots, Media, Fertilizer, Pesticides, Irrigation)	\$240
Labor	\$0 (Volunteers)
Bench Space	\$0 (Donated)
Total	\$240

Plant Sale Revenue			
Poinsettia Plants	Number of Plants	Price per plant	Total Sales
4 inch Plants	65	\$6	\$390
6 inch Plants	51	\$9	\$459
Princettia Plants			
4 inch Plants	38	\$7	\$266
6 inch Plants	48	\$10	\$480
Total	202		\$1,595

Profit = \$1595 - \$240 = \$1355

Impact

- Profits are being used to fund participation in future educational events
- Collaboration between the student organizations has been expanded for future poinsettia sales
 - Growing has begun for the 2017 December plant sale with double the number of plants



Propagating poinsettia cuttings for the December 2017 Sale

- Increased growing and sales projects
 - Three spring sales were held in 2017 featuring student grown plants
 - Partnership formed with UH Campus Bookstore to feature student grown plants in the store



UH Campus Center Event and Earth Day Plant Sales in April 2017

- Students gained valuable skills in growing plants, marketing, leadership, and mentoring, in addition to instilling a strong sense of pride and accomplishment
- Interaction among students has also increased, and has enhanced students' networking, team-building, and leadership skills

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