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“The role of dialogue and networking:  
From a transitional to an industrialized country”

## The Role of Dialogue and Networking on Chrysant Shuttle Breeding Programme: Evaluation on F1 Population of Shape and Colour of Chrysant (*Dendranthema grandiflora* Tzvelev)

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### Abstract

Different from other crops, working on ornamental plant breeding depends on the preference of consumer. The performance of cut flower, especially chrysant, is determined by the type, quality, shape, size, colour, etcetera.

In shuttle breeding programme on chrysant that is conducted by Research Institute of Ornamental Plant (RIOP), we involved consumers to select the prospective flowers to be released as a new variety. We therefore must maintain the closely relationship amongst scientist, farmers, farm entrepreneur or floristry, through the routine dialogue. This dialogue is realized at least every six month, especially on the occasion of “variety selection preferred by consumer” programme. Of these “selected varieties”, the ornamental plant breeder will improve them by other novel characters. In order to prevent the similar/overlapping work, we also establish the networking between RIOP and universities, even with related institutions abroad, like MINT (Malaysia) and IAEA (Vienna).

The objectives of the research were obtaining the type of chrysant, which is preferred by consumers based on criteria of flower shape and colour. The materials resulted from this selection will be evaluated for continued breeding programme.

Research method was individual plant selection, on F1 population of chrysant, produced by hybridisation between local parent (cv. “Retno Dumilah” and “Dewi Ratih”) and introduction parent (cv. “Town Talk”). There were 10 lines utilized in this selection programme. Consumers were invited when the flowers bloomed, to select the flowers based on shape and colour they like. This method was done by giving a label with different colour for each selector. The most label obtained by certain flower become “selected flower” and characterized for breeding purpose.

The evaluation resulted that the most preferred ray colour selected were bright yellow, bright red, dark red, and dark purple. For shape, consumers prefer the tubular shape, with thick petal.

Based on the result of this research, it can be concluded that the dialogue and networking established between breeder and consumer play an important role in ornamental plant breeding. It really influences the type of variety that will be released as a new cultivar.

**Keywords:** Breeding, chrysant, dialogue, evaluation, networking, selection