

Subject: New Age Nursery

Story Summary: The nursery and greenhouse industry is growing like a weed. It's also becoming more "hi-tech". We take you to an operation that uses cloning to grow millions of plants each year.

TRT: 1:59

Suggested Lead: Most people appreciate the nursery and greenhouse industry's ability to beautify our surroundings, but they don't realize that growing flowers has gone hi-tech. Johnna Miller reports.

Suggested Supers: Eustis, Florida
@ :16

Mike Rinck
Agri-Starts III
@ :34

Johnna Miller Reporting
@ 1:20

	<p>MAY BE A BRAND NEW HYBRID THAT A BREEDER'S COME UP WITH AND WE WANNA GET IT OUT ON THE MARKET SOONER. IT MAY BE A CROP OF ECONOMIC IMPORTANCE SUCH AS A BANANA CROP THAT WE'VE DONE FOR PLANTATIONS IN CENTRAL AMERICA WHEN A HURRICANE HIT.</p>
<p>Johnna Miller Reporting</p>	<p>STAND-UP/ WHEN YOU THINK OF HI-TECH NATURALLY YOU THINK SILICON VALLEY. THE OWNERS OF AGRISTART HOPE ONE DAY THIS PART OF FLORIDA WILL BE KNOWN AS "THE CHLOROPHYLL VALLEY" – A MECCA FOR NEW PLANT TECHNOLOGY.</p>
<p>SOT</p>	<p>SOT/ THEY'RE COMING UP WITH BETTER VARIETIES OF PLANTS THAT ARE RESISTANT TO INSECTS OR RESISTANT TO PATHOGENS AND WE'RE THE NEXT STEP.</p>
<p>More lab shots</p> <p>Venus flytrap shot</p>	<p>VO/ USING TISSUE-CULTURE MEANS A SAMPLE OF AN ENDANGERED PLANT CAN BE USED TO GROW THOUSANDS MORE. OR IF RESEARCHERS DEVELOP A HYBRID WITH CURATIVE PROPERTIES AGRISTARTS CAN MASS-PRODUCE IT. THAT MAY BE BAD NEWS FOR BUGS, BUT IT'S SURE GOOD FOR BUSINESS. IN EUSTIS, FLORIDA, I'M JOHNNA MILLER.</p>