

Dr. Yoseph Shoub

Professional Curriculum

August 20, 2018

- 1963 - 2018 Practicing Gerbera: growing, experimenting, breeding, consulting, lecturing.  
1976 - 2018 Gerbera Breeding. Dozens of Gerbera varieties protected by PBR law,  
Marketed worldwide by Selecta Cut Flowers S.A.U.
- 1946 - 1948 Agricultural School 'Mikve Israel', Israel.  
1959 BSc. The Hebrew University of Jerusalem Faculty of Agriculture. Rehovot, Israel.  
1961 MSc. Hebrew University of Jerusalem, Faculty of Agriculture, Israel.  
Thesis: The Morphology and the Physiology of Iris var. Wedgwood, under Israeli  
growing conditions.  
1968 PhD., Hebrew University of Jerusalem, Faculty of Agriculture, Israel.  
Thesis: The Physiology of Flowering of *Ornithogalum arabicum* L.  
1969 - 1980 Lecturer in Floriculture, Hebrew University of Jerusalem, Faculty of  
Agriculture, Israel.  
1972 Editing the Section - Flower Bulbs and Corms. Encyclopedia of Agriculture,  
Volume II, Hebrew Israel.  
1972 - 1973 Sabbatical, Michigan State University, Faculty of Horticulture.  
Research: Tulips - Developmental morphology. Hyacinthus - Stem distortion.  
1976 Alex Laurie Award, the American Society for Horticultural Science.  
For the paper: Growth and Development of the shoot, roots and the central bulblet of  
*Tulipa gesneriana* L. cv. Paul Richter, during standard forcing.  
1970 - 1990 Editor of the Quarterly 'Greenhouses and Flowers', Publication of  
the 'Israeli Flowers-Growers Association'. (Hebrew)  
1986 'Agritech - 1986 Award', The Israeli Ministry of Agriculture, for stimulating the Israeli  
gerbera culture.  
2000 - 2008 Breeding Lilies for 'Saban Nurseries', Israel.  
2004 Commendation awarded by The Professional-Committee of the Israeli Gerbera Growers, for  
many years of valuable contribution.

Lectures - 18th International horticultural congress, 1970 Tel-Aviv, Israel.  
-VII Simposio De la Floricultura, Nutricion Y Sustratos, 2004 Rionegro, Colombia.  
- 2nd International Horti-Expo, Hitech-Farming Seminar, 2012 Kannur, Kerala, India.  
- "Crop Production Under Saline Stress" 2015 The Hebrew University of Jerusalem.

Seminars - Gerbera culture & 'Autoagronom A proven Concept' - Israel, France, Italy, Tenerife,  
Colombia, Ecuador, Costa Rica, México, Venezuela, Kenya, South Africa, China, India, California.

Applied publications in -

'Greenhouses & flowers', 'Flowers' World'. (Hebrew) 1966 - 2010

'International Water and Irrigation Review'. 1996 - 2016

'Floral News' digital-magazine, Selecta-one. 2013 - 2016

Subjects - Gerbera culture, Autoagronom applied concept, Physiology and Morphology of flower-  
bulbs, Environmental greenhouse control, Salinity, Micro-Irrigation & Pulsators, Water-movement  
in soil and in growing media, and more.