

Dr. Yoseph Shoub

Professional Curriculum

April 2021

- 1963 - 2021 Practicing Gerbera: growing, experimenting, breeding, consulting, lecturing.
1976 - 2021 Breeding 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. - The Hebrew University of Jerusalem, Faculty of Agriculture, Israel.
Thesis: The Morphology and the Physiology of Iris var. Wedgwood, under Israeli growing conditions.
1968 PhD. – The Hebrew University of Jerusalem, Faculty of Agriculture, Israel.
Thesis: The Physiology of Flowering of *Ornithogalum arabicum* L.
1969 - 1980 Lecturer in Floriculture, the 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 leave, 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 & Selecting Lilies for 'Saban Nurseries', Israel.
2004 - Commendation awarded by The Professional-Committee of the Israeli Gerbera Growers, for many years of valuable contribution.

Invited 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 and 'Autoagronom' A Proven Concept.

In: Israel, Colombia, Ecuador, Costa rica, México, Venezuela, France, Italia, Tenerife, Kenia, South-África, China, India, California USA.

Applied research publications published in:

'Greenhouses & flowers', 'Flowers-World': The Israeli Flowers growers Association. 1966 - 2010
'International Water and Irrigation Review'. 1996 - 2016
'Floral News' - A Digital-magazine of Selecta-one. 2013 - 2016

Research Subjects:

Physiology and Morphology of Flower-Bulbs and Gerbera, Gerbera production and Breeding, 'Autoagronom' Applied Concept adjusted for controlling agricultural crops, Forestry and Gardening ornamentals, Creating Hydroponic Conditions in Solid Media, Salinity caused by Conventional drip-Irrigations, Micro-Irrigation systems & Pulsators, Water-movement in the soil and in growing media, and more...