

Dear all,

After looking at the challenges of developing cultivars of ornamental plants in Brazil, in the cover article of *Horticultura Brasileira*, v. 31 (2013), first issue, and at the challenges of registering pesticides for vegetables, in the cover article of the second issue; in this third issue Professor Arie Blank, from the Federal University of Sergipe, comments on the challenge of transforming Brazilian genetic resources into products, using as an example the potential of *Lippia gracilis*, an aromatic plant native to Northeastern Brazil.

When we chose the topic Challenges to drive our covers in 2013, our intention was to foster the debate among all who receive and access *Horticultura Brasileira*. This intention is in line with the concern of the last General Assemblies of the Brazilian Association for Horticulture Science, which have been noticing a growing apathy of our members, as far as discussion and critical analysis, precious virtues for scientific societies, are concerned.

However, so far, to our disappointment, the reaction to our covers has been very feeble. But we will not give up! We would like to remind you, wise reader, who not only read with enthusiasm the cover article, but also consider it exciting, inspiring, noteworthy, to:

1. Send your comments to *Horticultura Brasileira* ([hortbras@gmail.com](mailto:hortbras@gmail.com)) with the subject "Cover" in your message;
2. Comment on Facebook (seek Revista HB) or;
3. Submit your comments to section Letter to the Editor, if further elaboration is needed.

By the way, what is discussed in the Editor's Letter, as well as all articles published in *Horticultura Brasileira* may also motivate your comment. Hands on, be part of *Horticultura Brasileira* next issue!

See you in the next issue,

Paulo Melo,

Editor in chief