

CHALLENGES

Plant blindness • Low appreciation for how plants positively impact the world • Declining education programs • Stereotypes about careers working with plants.

 Brands and logos can be recognized by the average citizen, but fewer than 10 local plants.¹

 Grade when most schools stop teaching plant-based concepts.²

 Of middle-schoolers in our focus groups said they have heard the word "horticulture"²

 Percentage of open jobs in horticulture filled annually – causing severe workforce gaps.³

1,000

3RD

0%

61%

PROGRESS

Increased appreciation for the health benefits of being in nature • Excitement about STEM education • Growing interest in where our food comes from • Youth's desire to make the world a better place.

 Of all households in America are growing food at home or in a community garden, up 17% in five years.⁴

 Growth in school gardens since 2006.⁵

35%

23%

76%

 Of youth today strongly believe issues like climate change can be solved if action is taken now.⁶

SOURCES

- 1 Hawken, Paul, 1998
- 2 Seed Your Future, 2014
- 3 Goecker, et al, 2015
- 4 National Gardening Association, 2014
- 5 Robert Wood Johnson Foundation, 2015
- 6 The Nature Conservancy, August 2011

OPPORTUNITIES

FULFILLING

 Plant careers offer opportunities to be flexible, make a difference in the world, be creative, and have fun.²

DIVERSE

 Horticulture careers span from arborist to zoological horticulture and include everything in the art, science, technology, and business of plants.²

PLENTIFUL

 Only 61% of the average 57,600 annual openings in food, agriculture, renewable natural resources, or the environment are filled due to lack of qualified candidates.⁵

SUPPORTIVE

 The industry supports future green collar workers with an abundance of scholarships, internships, certification trainings and on-the-job education.²



SEED YOUR
FUTURE[®]

OUR MISSION

To promote horticulture and inspire people to pursue careers working with plants.

OUR VISION

We envision a U.S. where: Everyone understands and values the importance of plants and the people who work in the art, science, technology and business of horticulture.



AWARENESS

Create a favorable perception of horticulture and increase awareness of careers working with plants among youth and youth influencers.



EDUCATION

Engage and excite youth about horticulture and careers working with plants.



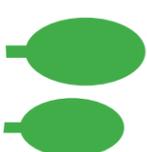
WORKFORCE DEVELOPMENT

Increase the skilled workforce in horticulture and develop a strong pipeline of future talent.



PARTNERSHIPS

Cultivate and strengthen partnerships and collaborations to advance our mission; and to diversify and broaden the base of volunteers, advocates and supporters.



RESOURCE DEVELOPMENT

Diversify funding sources and increase financial supporters to ensure sustainability of the movement.