THE FUTURE OF HORTICULTURE
Inspiring the Love of Plants and Plant Careers

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

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

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
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

SUPPORT THE MOVEMENT TO GROW THE NEXT GENERATION OF HORTICULTURISTS!
SEEDYOURFUTURE.ORG
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 careers working with plants.

EDUCATION
Engage and excite youth about horticulture and develop a strong pipeline of future horticulture and workforce in careers working with plants.

DEVELOPMENT
Increase the skilled workforce in horticulture and develop a strong pipeline of future horticulture and workforce in careers working with plants.

PARTNERSHIPS
Cultivate and strengthen partnerships to advance our mission.

RESOURCE DEVELOPMENT
Diversify funding sources and increase endowment, volunteer, and supporter support to broaden the base of in-kind, financial, and volunteer support.

www.seedyourfuture.org