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.

seedyourfuture.org