

GROWERTALKS

GT in Brief

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Seed Your Future Launches Free Horticulture Career Exploration Tool

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Seed Your Future, the horticulture industry-wide effort to promote horticulture and inspire more people to pursue careers working with plants, has launched its new free online horticulture career exploration resource.

Much more than a basic alphabetical list of the almost 100 careers in the horticulture industry, the tool—which can be accessed at SeedYourFuture.org/careers—asks visitors to consider what they're interested in and then lists careers in horticulture that might match their interests. Each listed career links to a unique page that contains key information to help the user learn about that career.

Research identified the lack of detailed, centrally accessible information about the careers available in horticulture. Parents, teachers, guidance counselors and youth all expressed the need for online resources to help them find out more about the careers available working with plants.

Every career page includes information about the job, the level of education required, links to where to study in the U.S., data about salaries, links to professional organizations supporting that career, and engaging videos of people in those careers. Meant to provide introductory information to each career across the art, science, technology and business of horticulture, the new resource will continue to grow as more careers are featured, and more videos selected to help users understand all of the diverse options in the horticulture industry.

“Showing students, parents, mid-career changers, educators and anyone else interested in plants that there are meaningful and rewarding careers working with plants is one of the goals of Seed Your Future,” said Susan E. Yoder, executive director of Seed Your Future. “Whether this resource introduces site visitors to a fulfilling career or a lifelong passion, one thing is clear—the more we know about plants, the more we can make a difference in the world today.” **GT**