

GROWERTALKS

GT in Brief

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AmericanHort Launches Education for Spanish Speakers

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AmericanHort announced that educational training is now available in Spanish to better serve the horticulture industry's bilingual workforce. A series of programs will be launched this year, beginning with foundational learning to help Spanish-speaking growers develop skills in greenhouse and nursery operations.

"We're committed to meeting the needs of today's green industry workforce—and that means offering quality education in Spanish," said Ken Fisher, President and CEO of AmericanHort. "This is just the beginning of our broader efforts to support Spanish-speaking staff with trusted, effective learning."

As part of this growing portfolio of Spanish-language education, attendees at Cultivate'25 attended live sessions presented in Spanish. And the Cultivate On-Demand Education Pass includes 14 Spanish education sessions.

A select number of grower-focused sessions are now available through the AmericanHort online library of recordings. Additional sessions will be offered throughout the year to provide training options across the industry.

Unlike traditional subtitles or automated captions, the sessions have been translated into Spanish and reviewed by fluent professionals with experience in horticulture and scientific communication. This ensures clarity, accuracy and practical relevance for Spanish-speaking learners.

"The Spanish-language content gave my team a sense of belonging to the industry. They felt included, not just by aligning with our company's messaging, but by understanding best practices across the industry. I believe that kind of inclusion can lead to happier, more efficient and more productive employees," said Alfredo Rios, Plant Health Manager at Loma Vista Nursery.

Later this year, AmericanHort will launch a new online training program to strengthen horticultural knowledge in a flexible, trackable format. The series will offer skill-specific modules that allow employees to earn micro-credentials. The content will be available in both English and Spanish to enhance accessibility for bilingual workforces across the industry.

To learn more or access the education sessions in Spanish, visit AmericanHort.org/SpanishEd. **GT**