GROWERTALKS

GT in Brief

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# AmericanHort Launches HortCred

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AmericanHort has announced the launch of HortCred, a new micro-credentialing program designed to help horticulture professionals quickly develop and demonstrate job-specific skills. This flexible, competency-based learning initiative supports individuals at every career stage while helping employers build a stronger, more capable workforce.

As production practices and operational demands evolve, employers across the green industry face ongoing challenges in training and retaining skilled staff. HortCred provides a solution through concise, targeted learning modules that enhance workforce proficiency from within.

“A skilled workforce is vital to the long-term health and competitiveness of the horticulture industry,” said Ken Fisher, AmericanHort President & CEO. “HortCred was developed to meet professionals where they are—offering short, focused learning experiences that build confidence and capability while serving as a potential on-ramp to our more comprehensive certification programs.”

HortCred courses are structured around digital badges—online credentials that recognize competency developed around a specific skill. Each badge consists of a short video course accompanied by a brief exam to ensure knowledge transfer and retention. Once completed, learners earn a HortCred badge, which can be displayed on résumés, professional profiles and internal training records to showcase verified achievement.

All training is online and mobile-friendly, allowing learners to progress at their own pace. A personalized dashboard tracks completion and progress, and most badges can be earned in three hours or less, making it easy to incorporate into busy work schedules.

HortCred offers progressive learning levels to suit diverse roles and career paths:

- CORE: Foundational skills for entry-level employees—ideal for onboarding
- PRO: Advanced knowledge for experienced professionals and supervisors
- LEAD: Leadership development for those managing teams, finances and operations (coming soon)

Topic areas include Irrigation, Pest Management, Plant Growth, Plant Nutrition, Soils and Substrates, and Professional Growth. This structure allows employers to create customized training pathways tailored to their business needs.

Currently, CORE and PRO badges are available for Greenhouse and Nursery employees, with CORE content also available in Spanish. Programs for Garden Retail, Interior Plantscape and Landscape professionals are in development and will mirror these key topic areas.

HortCred serves as a companion and on-ramp to AmericanHort certification programs, which offer longer, more in-depth training for advanced professional and technical development. Together, they create a comprehensive learning ecosystem that supports continuous growth and industry excellence. By making skills development accessible, measurable and rewarding, HortCred empowers individuals, strengthens teams and supports the long-term vitality of the horticulture industry.

To explore HortCred and get started, visit AmericanHort.org/HortCred. **GT**