

# Seed Your Future

Creating a Pipeline of Talent Through Schools





# Introductions



SEED YOUR  
**FUTURE.**

Jazmin Albarran,  
Executive Director





# Our Mission



SEED YOUR  
**FUTURE.**



Promote horticulture and inspire people to pursue careers working with plants and flowers.



# Who Is Seed Your Future





# Creating A Workforce Of The Future



- Movement Imperatives
  - Awareness
  - Education
  - Workforce Development
  - Partnerships
  - Resource Development



Many organizations and businesses offer internships to study horticulture, gardening, floriculture, landscape design, urban gardening, and many more options in the world of plants. Some internships are for formal education at colleges and universities, others are continuing education and certification programs. Check out the offerings below.

Have an internship you want to list? Contact us today!

Find Internships by Area of Study	Find Internships by Sponsoring Organization	Find Internships by State
Agriculture	AQICO Corporation	Alabama
Agromony	AmericanHort	Arizona
Arboriculture	American Horticultural Society	Arkansas
Botany	American Floral Endowment	California
Conservation	American Horticultural Therapy Association	Colorado
Education	American Landscape Institute	Connecticut
Entomology	American Public Gardens	Delaware
Environmental Science	Ardent Mills	District of Columbia
Events	Association for Zoos and Aquariums	Florida
Floriculture	Audubon Nature	Georgia
Forestry	Ball Horticultural	Hawaii
Greenhouse Production	Barlett Tree	Idaho
Guest Experience	Bayard Cutting	Illinois
Horticulture	Bayer	Indiana

Seed Your Future is creating tools for middle school through higher education

Many organizations and businesses offer scholarships to study horticulture, gardening, floriculture, landscape design, urban gardening, and many more options in the world of plants! Some scholarships are for formal education at colleges and universities, others are continuing education and certification programs. Check out the offerings below. For scholarships from specific 2- and 4-year educational institutions, visit our [Where to Study](#) page. Find your institution of choice and contact them to inquire about scholarship opportunities.

Have a scholarship you want to list? Contact us today!

Find Scholarships by Area of Study	Find Scholarships by Sponsoring Organization
Agriculture	ABC Humane Wildlife Control & Prevention
Agromony	Allamanda Garden Club (North Port, FL)
Arboriculture	American Floral Endowment
Botany	American Public Gardens Association
Conservation	American Society for Ecology and Viticulture
Entomology	American Society for Horticultural Science
Enology	AmericanHort
Environmental Education	Arden's Homegrown, Inc.
Environmental Science	Arboret
Floriculture	Arkansas Game & Fish Commission
Forestry	Arizona Nursery Association Foundation
Greenhouse Management	Association of Specialty Cut Flower Growers
Guest Experience	Audubon Society of Western Pennsylvania
Horticulture	Ball Horticultural Company
Landscape Architecture/Design	Barlett Tree Foundation, Inc.
Landscaping	California Landscape Contractors Association Auxiliary
Natural Lands Management	California Seed Association
Nursery Operations	Canadian Scholarships



### Horticultural Careers

- Aerial Applicator
- Aeroculture Specialist
- Agricultural Engineer
- Agronomist
- Application Designer
- Aquaculture Specialist
- Aquatic Botanist
- Arborist
- Artist
- Biochemist
- Biofixing Technologist
- Biosecurity Specialist
- Botanist
- Business Owner
- Conservation Biologist
- Culinary Horticulturist
- Drone Specialist
- Ecologist
- Educator
- Entomologist
- Environmental Engineer
- Ethnobotanist
- Ethnopharmacologist

### Horticulture Careers

Horticulture is the art, technology, business, education, and science of the food we eat, the landscapes we live and play in, and the health of our soil, air, and water, and the well-being of our communities, and our world. In short - it's all about plants. There are hundreds of career pathways. Here are some to explore. Click on your interest below to show a list of plants. And, at the left is an alphabetical list of careers in horticulture. Click on any one of them to learn more.

Art and design

Business — perhaps even becoming an entrepreneur and owning your own business

Caring for landscapes, sports fields, public gardens or parks

Creating beautiful landscapes and spaces and bringing them to life

Growing flowers and designing beautiful floral arrangements

Growing food and feeding people with food that is safe and nutritious



# Industry Salary Survey



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The Horticultural Salaries Project is a partnership between Seed Your Future and the American Floral Endowment.

## Welcome to the Horticultural Salaries Project!

Our goal is to alert people to the wealth of job opportunities in horticulture and encourage them to consider horticulture as a career. As much as we are in horticulture due to our love of all things plants, we also need to make a living. As such, we are conducting a salary survey to provide potential students with high, low and average salaries. We understand that every business is unique and hope that you will be able to provide information for the majority of positions in your business in the following survey.

The first page of the survey will be used to sort the data and provide meaningful reports (click [here](#) for definitions of horticultural industries). **Please be assured that all information submitted will be confidential and only averages of the data will be released.** The rest of the survey will ask for wages and salaries. For large businesses, be sure to have your HR Director complete the survey.





# Outreach Examples



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# National Campaign - October 3-7, 2022



## “Meeting in a box”

- Draft communications to schools
- Example itineraries
- FAQ
- 20 activities
- Press Release
- Social Media toolkit
- Media toolkit







# Corteva Grows Science Outreach

Ronda Hamm, PhD, Global Academic Relations Manager





## Corteva Agriscience Community Investment Purpose Pillars



- **Empowering Women:** Agriculture around the world depends on women farmers. The Corteva Grows program champions women to ensure they will attain individual achievement and to help bring prosperity to the communities where they live.
- **Enabling Youth:** Corteva Grows pledges to support projects and programs that will lead to educational achievement and development for youth around the world and build a diverse agricultural workforce for the future.
- **Engaging Communities:** Our communities are the heart of Corteva Agriscience. The Corteva Grows program will help improve the quality of life in communities where we live and work, striving to meet the unique needs of each community. Our volunteer efforts in local programs will ensure that our success is community success.





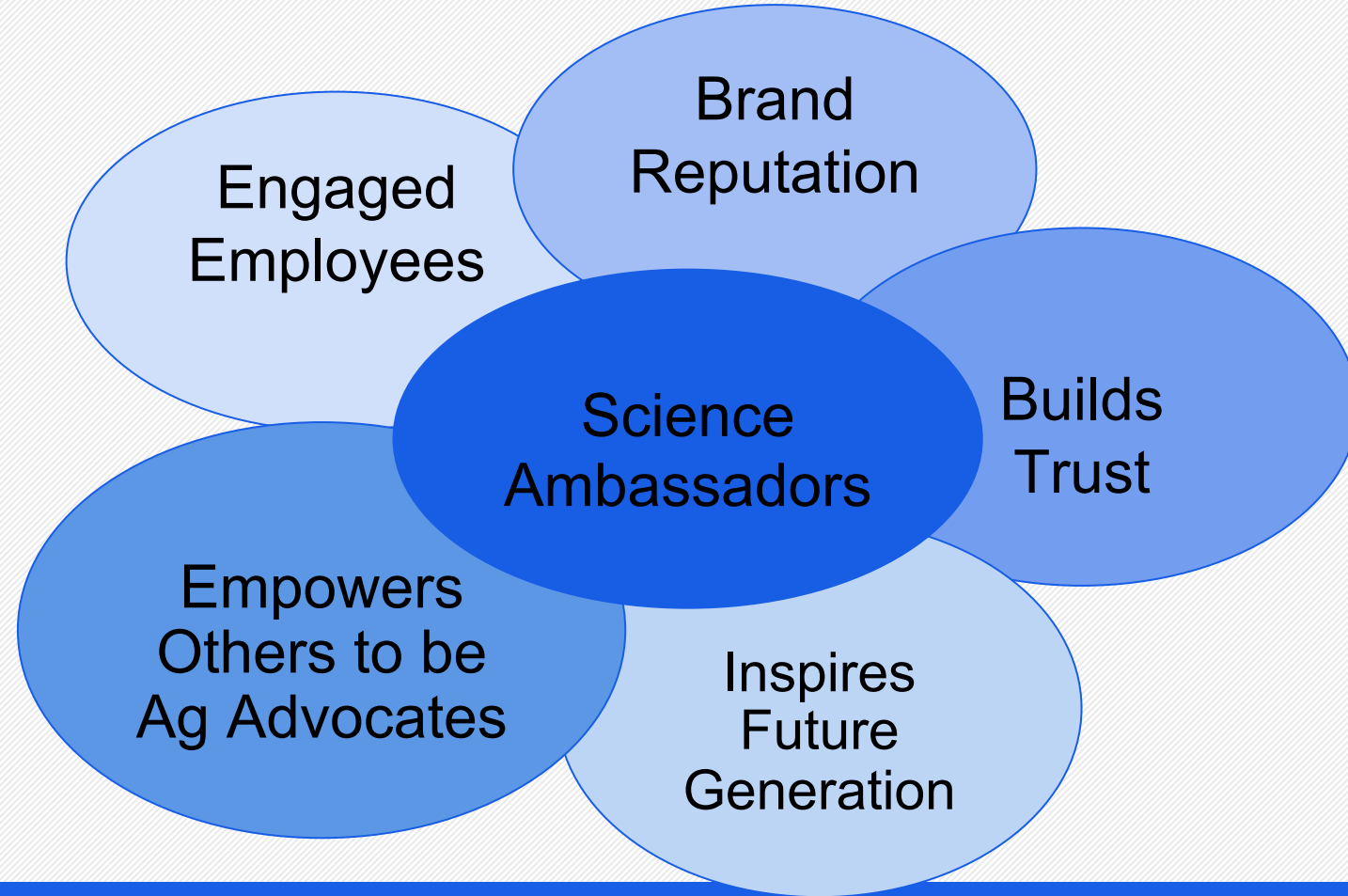
# Our Purpose

Cultivating the future through science education with people of all ages.

**Corteva Grows Science Outreach** is a global science outreach program that empowers employees to inspire their communities by promoting scientific literacy.

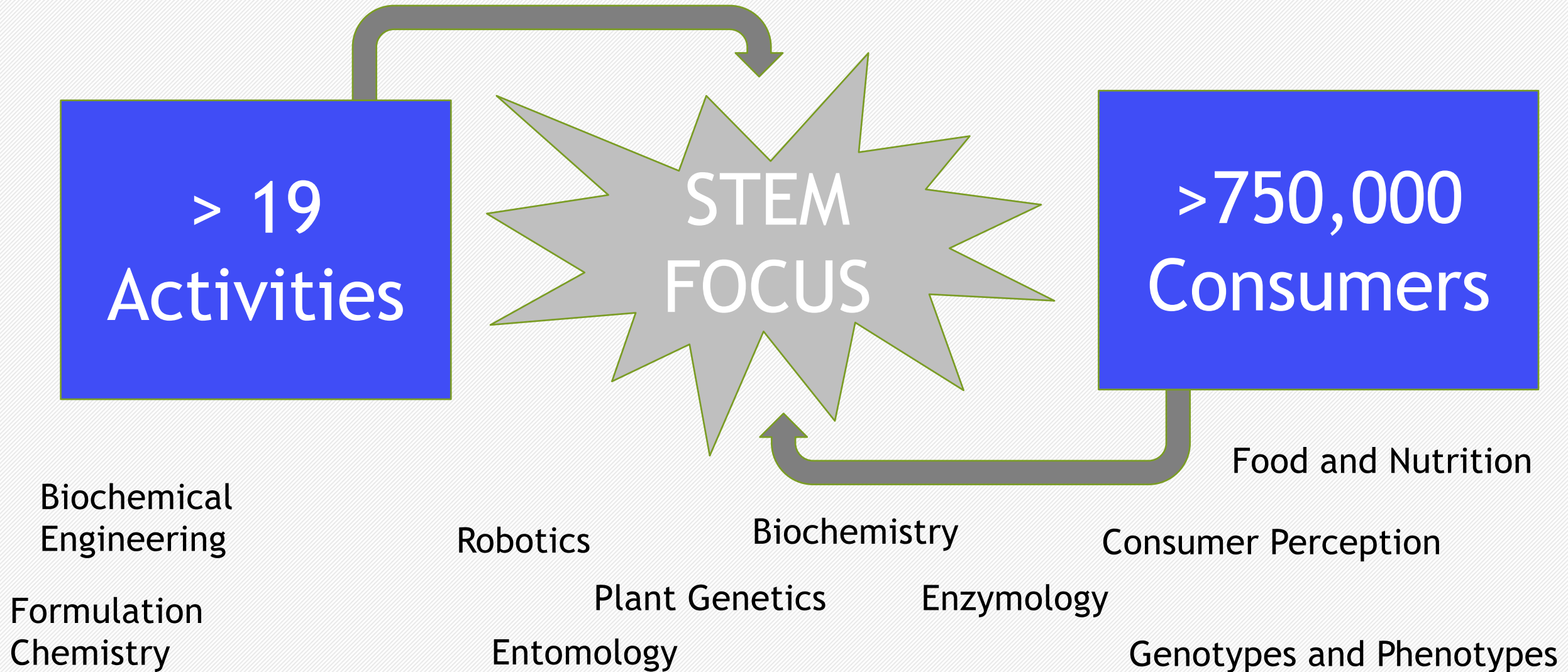


Indiana FFA members volunteer with employees at the State Fair booth.





# Our Impact





# Challenges

- Time
  - Expertise
  - Confidence
  - Prioritization
- Overcome by preparing activities & event planning for employees.
  - You have the power of 22,000 Corteva Agriscience employees to help.
  - You cannot know everything. It's OKAY!
  - Empowering women, enabling youth & engaging communities within the lens of agriculture.





# Thoughts That Inspire Us

“I learned where clothing comes from and how to grow plants.”

“I am learned that I can be a scientist too.”

“Really awesome event! I wasn't sure what to think prior to coming but my daughters absolutely loved it.”

“We thoroughly enjoyed it and look forward to attending again. Enjoyed that it was geared to adults and children but understand emphasis on children.”

“Very strong presence with botanists, entomologists and chemists serving as presenters for three out of the five stations. I am pleased to report they knocked it out of the park! All Science Ambassadors were engaging in their presentations and the hands-on activities were right on target. They definitely made a positive difference.”





# Sparks Florist



## Classes we teach

- Community College - Continuing Education Department
  - Florist Fundamentals
  - Flowers For Fun
- DIY Classes
- One-on-one concierge training

## Connecting with Youth

- FFA Nevada State Competition
- Local Vocational High School





# Sparks Florist



## Strategy

- Finding talent
- Employee participation
- Onboarding process

## Challenges

- Finding the right person
- Creating syllabus & curriculum





# Madeline's Flower Shop



## Classes we teach

- Retail Design Certificate
- Basic Floral Design/Care & Handling
- Advance Design
  - Sympathy Design
  - Bouquet/Handtied Designs & Body Flowers
  - Wedding Design & Event Design
- Contemporary Design/Trends/ Final Exam

## Connecting with Youth

- 4-H programs
- Mid America Vo-Tech





# Madeline's Flower Shop



## Strategy

- Awareness about Floriculture
- Finding talent

## Challenges

- Tailoring courses





# Panel Discussion



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# How Can You Help?



## Share Content

- Use your newsletter to inform the public and consumers about career development

## Link to our website

- Lead your consumers to our website from your landing page

## Social Media

- Instagram, Facebook, Twitter and LinkedIn
- Comment on post and tag others
- Use #PlantPower, #ILoveMyPlantJob, #SeedYourFuture, #NatureNeverCloses

## Volunteer

- Get involved by supporting one of our committees

## Nominate

- We are always looking for Heroes and Champions that we can highlight on our website

## Resource Development

- Make an annual pledge to assist with the creation of more resources and tools