



SEED YOUR FUTURE

Harvesting Talent in Local Schools





SEED YOUR
FUTURE.

Introductions

Jazmin Albarran,
Executive Director



Our Mission



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



THANK YOU TO OUR GENEROUS SPONSORS

Fruits of the Future



LONGWOOD
GARDENS

Baill®

Flowers of the Future



CORTEVA™
agriscience

Leaves of the Future

syngenta® *flowers*

Stems of the Future



American
Floral
Endowment

Research
Internships
Scholarships
Education

Funding the Future of Floriculture

PW
PROVEN
WINNERS®
The #1 Plant Brand.®

White Flower Farm
PLANTSMEN SINCE 1950

Roots of the Future



Benary
beautyinside®

BAILEY
GROWING WHAT'S NEXT®

Seeds of the Future



WaltersGardens
INC



SMITHERS-OASIS

green circle
GROWERS

Soil of the Future

The University of Georgia

Restaurant Associates

The Ohio State University

J.R Peters Inc.

Creating a workforce of the Future



Movement Imperatives

Awareness

Education

Workforce Development

Partnerships

Resource Development

National Initiative – Three ways to participate



October 2 – 6, 2023

"Meeting in a box"

Draft communications to schools

Example itineraries

FAQ

20 activities

Press Release

Social Media toolkit

Media toolkit



Panel Discussion



Kate Delaney

Director, Career
Development

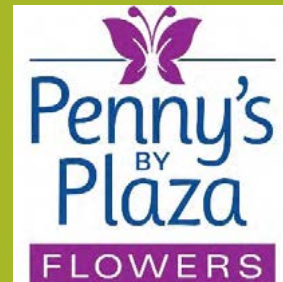
Society of American
Florists



Chris Drummond

President and
Owner

Penny's by Plaza
Flowers



Alyson Upshaw

Social Media
Manager

Ball Horticultural
Company





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Employers

Job Seekers

Career Center Home

Post a Job

AFE Career Center



Search Jobs 

 Send me new jobs for this search

Connecting Industry, Talent, and Opportunity.

EMPLOYERS: Attract top talent. Hire for success.

Having a hard time finding talent? We're here to help. Unlike other job boards who cater to the masses, we provide a direct line to qualified candidates who are interested in our beautiful and fast-paced industry. What are you waiting for? Get started!

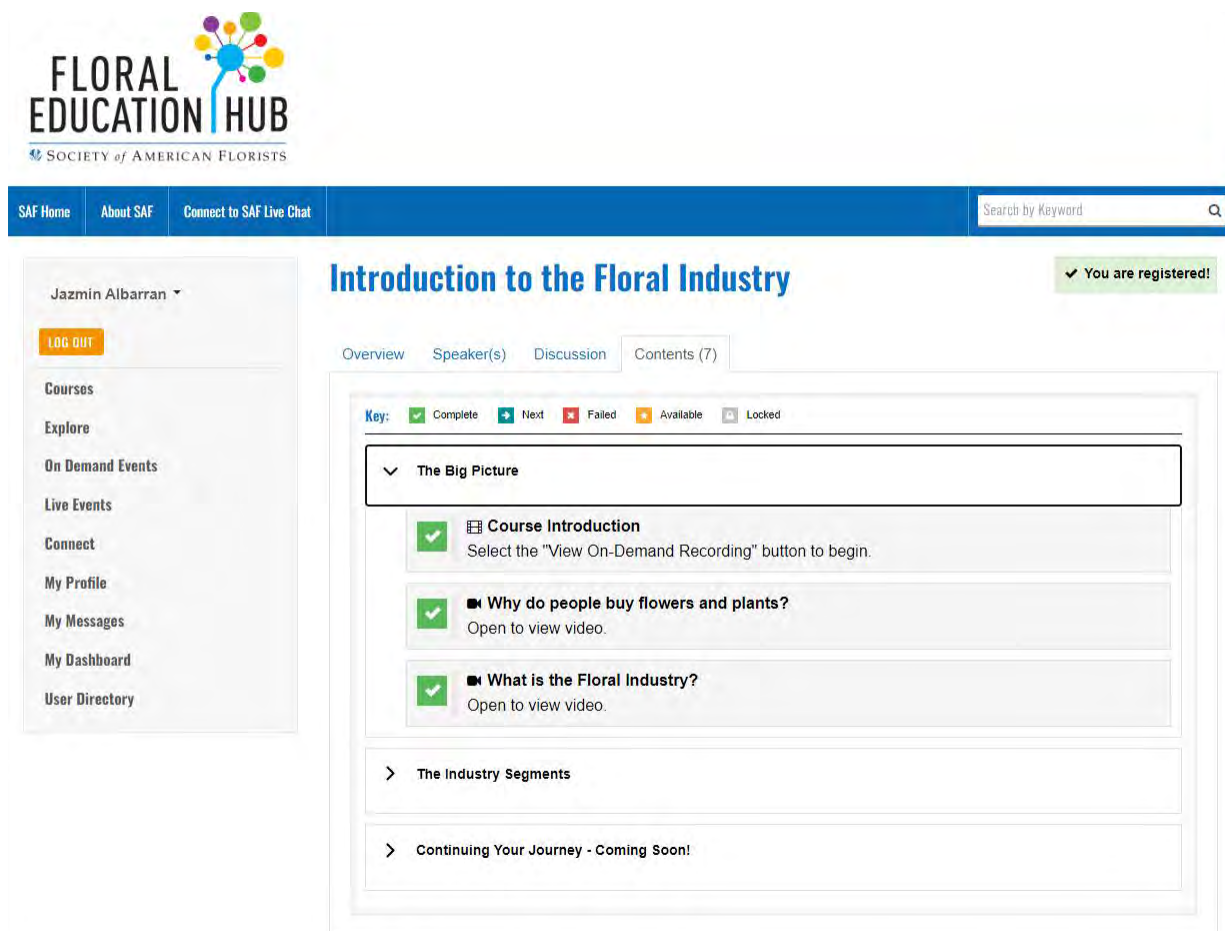
JOB SEEKERS: Find the right job. Make your career bloom.

We know the job search can be overwhelming and daunting. We can help you find the right position in horticulture or floriculture. The best part: Flowers and plants are scientifically proven to improve our emotional health and well-being – which means you'll be working in an industry that makes a difference in peoples' lives. Get started on your next career move!



2023 Green Career Week Resources

Use SAF Resources



FLORAL EDUCATION HUB
SOCIETY of AMERICAN FLORISTS

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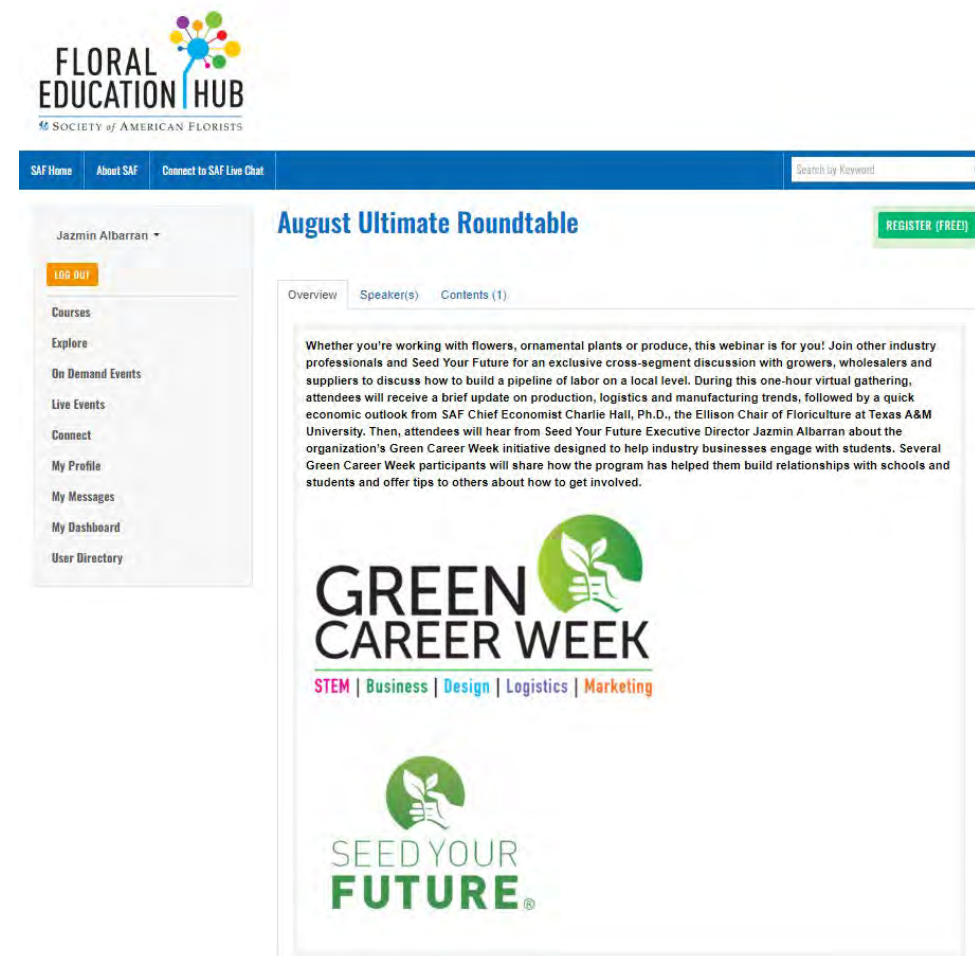
Introduction to the Floral Industry

✓ You are registered!

Overview Speaker(s) Discussion Contents (7)

Key: Complete Next Failed Available Locked

- ▼ The Big Picture
 - ✓ **Course Introduction**
Select the "View On-Demand Recording" button to begin.
 - ✓ **Why do people buy flowers and plants?**
Open to view video.
 - ✓ **What is the Floral Industry?**
Open to view video.
- > The Industry Segments
- > Continuing Your Journey - Coming Soon!



FLORAL EDUCATION HUB
SOCIETY of AMERICAN FLORISTS

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August Ultimate Roundtable


REGISTER (FREE)

Overview Speaker(s) Contents (1)

Whether you're working with flowers, ornamental plants or produce, this webinar is for you! Join other industry professionals and Seed Your Future for an exclusive cross-segment discussion with growers, wholesalers and suppliers to discuss how to build a pipeline of labor on a local level. During this one-hour virtual gathering, attendees will receive a brief update on production, logistics and manufacturing trends, followed by a quick economic outlook from SAF Chief Economist Charlie Hall, Ph.D., the Ellison Chair of Floriculture at Texas A&M University. Then, attendees will hear from Seed Your Future Executive Director Jazmin Albarran about the organization's Green Career Week initiative designed to help industry businesses engage with students. Several Green Career Week participants will share how the program has helped them build relationships with schools and students and offer tips to others about how to get involved.



STEM | Business | Design | Logistics | Marketing





2023 Green Career Week Participation

Spring 2023 – High School Visit



Spring 2023 – High School Visit

- Prep
 - Coordinated with the teacher when to visit and what to bring.
- Visit
 - 1 hour
 - Described the industry and talked about careers
 - BONUS: students got to make floral arrangement to give away.
- Follow-Up
 - Is helping the school create a network of local green industry businesses.

*Social Media – use **#greencareerweek** when posting





BALL HORTICULTURAL COMPANY

2022-2023 Green Career Week Participation

Spring 2023 – Visit to Ball

- Prep
 - Identify School – community first!
 - Identify Employees – well-rounded look at company
- Visit
 - 15 min increments
 - What you do, why you do it, and how you got there
 - BONUS: visual aids, hands-on activity, competition, giveaways, etc.
- Follow-Up
 - Relationship building starts here!
 - How can we support you/your students further?

*Social Media – shared posts with links to Seed Your Future



Spring 2023 – Visit to Ball

- Same group of students
- Created cohesion with employees from the Fall
- Agenda:
 - Lunch & welcome
 - Tour with employees from the Fall
 - Greenhouse focus
 - Hands-on, take-home activity with plugs
 - Walk the gardens
 - Q&A



Social Media Ramped Up

- Identified 5 employees to interview
 - Head grower
 - PR & Digital Manager
 - Lead scientist
 - HR Generalist
 - Product Development Manger
- Released one video a day during Green Career Week
 - Facebook & LinkedIn
 - YouTube playlist
- Tips:
 - Remember your audience
 - Have fun – show personality – be casual
- Easy to prep beforehand!

Baïi®



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 and Twitter
Comment on post and tag others
Use #plantpower, #SeedYourFuture
#ILoveMyPlantJob

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 videos and tools.



START PLANNING TODAY!

Green Career Week October 2-6, 2023