greenPROFIT

Front Lines

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From Customer to Green Industry Career

Jennifer Polanz

Seed Your Future, an organization dedicated to expanding the horticulture industry and getting young people involved in the green industry, announced recently the launch of its expanded Horticulture Career Exploration Tool.

In an attempt to take advantage of a pandemic-induced increase in gardening interest, the organization is hoping to get more people involved by showing them 140 different careers in horticulture. The resource first asks visitors to consider what they're interested in and then profiles careers in horticulture that might match their interests.

Every career page includes a profile of the job, the level of training and education required, links to where to study in the U.S. and Canada, data about salaries, links to professional organizations and engaging videos of real people in that career.

"Seed Your Future is committed to providing quality, reputable information about green-collar careers working with plants," says Susan E. Yoder, executive director of Seed Your Future. "A 'green-lining' of the recent global pandemic has been the renewed interest in plants, with families growing their own food and flowers, purchasing houseplants, seeds, garden supplies, and spending their time improving the world around them.

"Showing students, parents, mid-career changers and educators that there are meaningful and rewarding careers working with plants is the next step to building the pipeline of talent in green-collar professions."

How can you help as a retailer? Help get the word out to customers about the website, www.seedyourfuture.org/careers. Who knows—the kids who come in with their parents might be your future grower, employee or landscaper who buys product from you. **GP**