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Inaugural Green Career Week

Dozens of agriculture, floriculture and horticulture companies nationwide will connect with high school students this week to showcase careers within their businesses as part of [Green Career Week](#), a new initiative led by [Seed Your Future](#).

The grassroots event, Oct. 3 to 7, asks businesses in the industry to do at least one of three things: invite high school students to visit their business; send company representatives to high schools to talk about career opportunities; or join a social media campaign to promote green careers.

Organizers hope the event will showcase the variety of careers in the industry, including those in STEM, business management, design, logistics and marketing.

“No matter a student’s passion, they can find that career in these industries,” says Seed Your Future’s Executive Director Jazmin Albarran.

Seed Your Future which connects students with green careers, has provided step-by-step instructions for reaching out to schools, as well as detailed itineraries with activities for students and a sample news release to spread the word.

“We created this to give companies something in their back pocket,” Albarran says. “This is meant to give them everything they need to be able to make that connection at whatever capacity they have.”

The inaugural event has over 120 businesses registered to participate in the national campaign. Companies registered, including Ball Seed, whose Southeast manager of regional sales and inside sales, Erick Harris, proposed the idea and worked with Albarran to bring it to fruition.

“When I talk to young people in colleges majoring in horticulture, many are not aware that in addition to research and development and propagation, our industry also has sales, logistics, IT, customer relations, and supply management/procurement departments,” Harris says. “Seed Your Future is uniquely equipped to lead this effort. We just need more people to get on board, participate, support the initiative and Seed Your Future.”

Since taking over as executive director more than a year ago, Albarran says it is common for her to hear from green professionals that they discovered the industry by accident.

By raising awareness of the job opportunities that exist in the green industries, Albarran hopes companies will inspire more students to purposefully pursue careers that involve plants and flowers.

“Make students aware that you exist, and help them understand the type of careers that exist,” she says.

Harris also urges companies to use the Seed Your Future resources to get involved and cultivate the next generation of professionals.

Companies must [register](#) to receive the resources.

Jazmin Albarran, Executive Director is available for interviews upon request.

Amanda Jedlinsky is the managing editor of SAF NOW.

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About Seed Your Future

Seed Your Future is the movement to promote horticulture and inspire people to pursue careers working with plants. We envision a world where everyone understands and values the importance of plants and the people who work in the art, science, technology, and business of horticulture.

For more information, visit seedyourfuture.org