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Seed Your Future’s Fourth Green Career Week Grows Interest in Industry Jobs; Builds in Size and Scope

Alexandria, VA– (March 25), 2024 – [Seed Your Future](#) first launched [Green Career Week](#) in Fall of 2022 to attract new talent into the floriculture, agriculture, and horticulture fields. On March 4-8, 2024, Seed Your Future conducted its fourth Green Career Week, encouraging businesses to educate students about jobs in their fields and plant seeds for a budding new workforce.

Over the course of the four Green Career Weeks, more than 200 businesses have joined the effort and over 730 individuals have downloaded toolkit materials. Participating organizations and individuals from across the U.S. have talked with students at their schools, invited prospective young workers to visit their business, and promoted careers on [social media throughout the week](#). Associations, foundations, retailers, nonprofits, and educational institutions are among the wide variety of organizations that have taken part.

“It’s imperative that our industries and businesses do all we can to grow our workforce of the future,” said Seed Your Future Executive Director Jazmin Albarran. “We have such a compelling societal story to tell – from how we impact the food supply to air quality to quality of life and so much more.”

Albarran conducted 11 national and regional radio interviews to promote the week which ran more than 100 times and reached 3.8 million listeners. During her segments, Albarran conveyed the importance of green careers, as well as the benefits of working in the fields. “We envision a U.S. where everyone understands the power of plants and the promising careers, in science and

technology, marketing, HR, graphic design, and the variety of diverse career opportunities available working with plants,” said Albarran in one interview.

Some examples of how businesses participated in Green Career Week include:

- [The Naples Zoo at Caribbean Gardens](#) highlighted some of the horticulture department staff each day on their social media platforms.
- From former student at Metro Tech High School to [Arizona Flower Market](#) employee, Kaylee Espinoza goes back to where her love for flowers started.
- Over the span of three weeks, [John Morgan, Technologist at Bob’s Market and Greenhouses](#) spoke at two schools, hosted a virtual tour via Zoom for University of Illinois, and hosted six high school tours at their facility.
- [GreenWeaver Landscapes](#) attended a career fair at the William College of Trades to connect with up-and-coming landscape professionals.

The upcoming Green Career Week of 2024 is scheduled for September 30 – October 4, To participate, download toolkit at www.seedyourfuture.org/green-career-week [Green Career Week - Seed Your Future](#).

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

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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 the power of plants and is aware of the promising careers in the art, science, technology, and business of horticulture.

For more information, visit seedyourfuture.org