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## **Seed Your Future Brings Students and Educators to Premier Horticulture Trade Show to Bridge Industry Awareness Gap**

**Alexandria, VA – July 18, 2025** – As part of its mission to bridge the awareness gap between students and the wide world of horticulture industry careers, Seed Your Future hosted a dynamic tour at the Cultivate’25 Trade Show – the largest professional events in the green industry – for local Ohio high school students and teachers, as well as a cohort of Texas A&M students.

While all participating students expressed an interest in horticulture, many were still unsure of the career paths available to them – or how to get there. This immersive opportunity gave them a clear picture of what’s possible.



The experience provided students and educators with access to explore real-world applications of horticulture, engage directly with industry professionals, and learn about career opportunities they may have never known existed.

“Many students and educators aren’t aware that the horticulture industry offers well-paying, innovative, and in-demand careers,” said Jazmin Albarran, Executive Director of Seed Your Future. “We’re working to change that by creating experiences that open their eyes to the possibilities.”

During the event, students toured the trade show floor, networked with professionals, and visited companies and organizations that support and hire talent within the industry. They met with champions of Seed Your Future, gaining insight into the community-driven effort to build a more diverse and informed pipeline into the green collar workforce. This immersive opportunity is one of many ways Seed

Your Future is breaking down barriers and showing young people how their passion for plants can translate into impactful and rewarding careers – from landscape design and plant breeding to sustainability, technology, and beyond.

The guided tour allowed students to explore the full spectrum



of the horticulture industry – from the development of plant medium and plant production to automation technologies, container design, and distribution. Students witnessed how each component plays a vital role in the larger system and how a variety of careers – technical, creative, scientific, and entrepreneurial – contribute to this interconnected field.

This experience also went beyond technical exposure. In small group settings, students were able to strengthen soft skills, practice networking, and ask questions directly to professionals, exhibitors, and company leaders.



“We believe exposure is the first step to engagement,” Albarran added. “If students can see it, they can imagine themselves in it.”

Educators in attendance also gained insights to bring back to their classrooms, reinforcing Seed Your Future’s mission of building a pipeline from education to employment by equipping teachers with the tools and connections to inspire their students.

Seed Your Future continues to work closely with industry leaders, educational institutions, and nonprofit partners to

build programs and tools that make horticulture careers visible and accessible to all.

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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](https://seedyourfuture.org)

To learn more about Seed Your Future and to make a donation, please visit [Donate - Seed Your Future](#)