



FOR IMMEDIATE RELEASE

Contact: Jazmin Albarran, Executive Director

jalbarran@SeedYourFuture.org

(703) 838-5209

Growing Tomorrow's Workforce: Universities, Teachers, and Industry Align to Boost Horticulture Enrollment

Alexandria, VA – September 15, 2025 – Seed Your Future, the national movement to promote horticulture and inspire the next generation of plant professionals, will host its 2025 National Leadership Meeting September 16–18 at Longwood Gardens in Kennett Square, Pennsylvania.

This year's meeting brings together a powerful coalition of high school educators that participated in the Seed to STEM immersive program, university leaders, and industry professionals to collaborate on one of the most pressing challenges facing the field: how to increase awareness of horticulture careers and boost enrollment in post-secondary horticulture programs.

Meeting Theme: *Strengthening the Pipeline: From Interest to Enrollment*

Seed Your Future is committed to working with universities to increase student enrollment in horticulture programs and ensure the long-term success of the industry, especially as a significant portion of today's workforce is expected to retire within the next 5 to 10 years. By convening key voices from across education and industry, Seed Your Future aims to design actionable strategies that connect classroom learning with college opportunities and meaningful careers.

Key Goals of the 2025 Leadership Meeting include:

- **Awareness** – Elevate the visibility of horticulture degrees and career opportunities to middle and high school students.
- **Education** – Equip teachers with the tools and resources to inspire student curiosity about plants.
- **Workforce Development** – Strengthen the pathway from interest in horticulture to college enrollment and future employment.

"This meeting is about alignment," said Jazmin Albarran, Executive Director of Seed Your Future. "High school teachers know what sparks curiosity, universities understand academic readiness, and industry

leaders see where the workforce gaps are. By bringing everyone together, we can plant the seeds of collaboration that will grow into a stronger future for horticulture.”

The three-day event will feature:

- **University Spotlights** – Presentations from leading horticulture programs, including Texas A&M, NC State, University of Florida, University of Georgia, Michigan State, University of Arkansas, Iowa State, University of Nebraska Lincoln, and Penn State.
- **Educator Perspectives** – Seed to STEM teachers share how they introduce horticulture to their classrooms.
- **Industry Insights** – Collaborative sessions to brainstorm outreach projects and campaigns that inspire students to pursue careers in the horticulture industry.
- **Strategic Discussions** – The goal is to create meaningful and practical tools that teachers can integrate into classrooms, and universities can use to strengthen recruitment.

Industry leaders attending include Bailey Nurseries, Ball Horticultural Company, BioWorks, Corteva Agriscience, Details Flowers Software, Dümme Orange, Foertmeyer & Sons Greenhouse, The Morton Arboretum, Octoraro Native Plant Nursery, Penny’s by Plaza Flowers, Proven Winners, Syngenta Flowers, and The Society of American Florists, among others.

The meeting will culminate with each university partner identifying one outreach project to collaborate on with Seed Your Future in the coming year. Building a stronger workforce pipeline together!

###

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

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