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Cultivating Careers: New Internship Data Empowers Horticulture Employers

New research and tools aim to connect more students to meaningful horticulture careers



Alexandria, VA – March 4, 2026 – Seed Your Future has released its latest Internship Research Report and Employer Resource Toolkit designed to strengthen the horticulture workforce pipeline and help employers build high-impact internship programs.

As the horticulture industry faces increasing workforce shortages, internships have emerged as one of the most effective strategies for attracting and retaining early-career talent. Seed Your Future’s comprehensive report provides data-driven insights into internship trends, compensation benchmarks, program structures, and student expectations across the industry.

“Our industry cannot thrive without intentional investment in the next generation,” said Jazmin

Albarran, Executive Director of Seed Your Future. “Internships are more than temporary positions – they are powerful gateways into lifelong careers in horticulture. This research gives employers actionable insights to create programs that are competitive, inclusive, and impactful.”

What the Report Includes:

- National internship compensation benchmarks
- Program structure and best practices
- Recruitment and retention insights
- Student perspectives and motivations
- Recommendations for strengthening internship experiences

The 11-page Internship Research Report and accompanying webinar recording are available free of charge to the industry. Employers seeking to deepen their impact can access the Employer Worksheets and Planning Tools through a mission-supporting donation.

Unlike transactional downloads, contributions directly support Seed Your Future’s ongoing efforts to increase awareness of horticulture careers, expand career resources for students and educators, and build a stronger workforce pipeline nationwide.

“Every employer who invests in building stronger internship programs is investing in the future of our industry,” Albarran added. “Together, we can grow visibility, opportunity, and the talent our sector urgently needs.”

The image displays two worksheets side-by-side. The left worksheet is titled "Internship Weekly Planning Worksheet" and includes a photo of a woman in a field. It contains instructions for planning an internship, such as confirming HR paperwork and developing an onboarding plan. The right worksheet is titled "Evaluation of Intern by Employer" and includes a photo of a man in a field. It contains a form for evaluating an intern, with sections for strengths, opportunities for improvement, and a rating scale for learning objectives, motivation, and career readiness.

Access the Resources

To download the free Internship Research Report, review webinar recording and learn more about accessing the Employer Toolkit, visit: [Internship Resources - Seed Your Future](#)

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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