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**Garden Centers Rally to Double Impact for Horticulture Workforce Through
2026 'Round-Up at the Register' Campaign**

Seed Your Future, a 501(c)(3) non-profit, aims to double industry-wide participation for year two of campaign.

Garden centers across North America are again coming together this spring to invest in the future of the green industry through [Seed Your Future's](#) 'Round-Up at the Register' campaign.

Launched in 2025 as the program's inaugural year, the initiative raised more than \$5,000 through participating garden centers and the generosity of their customers. Building on that early success, the 2026 campaign aims to double that impact by expanding garden center participation and increasing customer engagement at checkout.

The campaign invites customers to round up their purchase total or donate a set dollar amount at checkout, **with 100% of proceeds supporting Seed Your Future's mission** to inspire, educate, and equip the next generation of horticulture professionals.

"We've always believed in growing the future," said Hayley Bush, CPH, marketing manager at [Homestead Gardens](#) and returning 2026 participant. "That's why we're proud to support Seed Your Future's mission to inspire the next generation of horticulture professionals. Education and #CommitLocal are our major priorities, and through our partnership with Seed Your Future, we are able to cultivate young talent and keep our industry growing."

Through career exploration tools, industry partnerships, and outreach initiatives, Seed Your Future and its partners aim to close the workforce gap by 50% by 2030.

Addressing a Critical Industry Need

Labor shortages remain a top concern across the green industry. By participating in the Round-

Up campaign, garden centers play a direct role in cultivating awareness of plant-centered careers and supporting resources that introduce students to opportunities in horticulture, landscaping, public gardens, greenhouse production, and beyond.

“Last year, we supported Seed Your Future’s Round-Up Campaign because their mission aligns closely with what we believe: connecting people to plants helps the next generation discover opportunities in horticulture,” said Jake Scott, general manager of [Piedmont Feed & Garden Center](#). “At our garden center, we see daily how plants spark curiosity, build confidence, and lead to meaningful careers in the green industry. We’re proud to again invest in horticulture education this year with our partnership with Seed Your Future.”

How Garden Centers Can Participate

Garden centers interested in joining the campaign can contact Courtney Dyal at Courtney@gardenmediagroup.com to sign up. Participating IGCs receive a turnkey campaign toolkit that includes professionally designed in-store signage, digital graphics, and social media assets making it easy to invite customers to round up their purchases in support of Seed Your Future’s mission to grow the next generation of horticulture professionals.

“Garden centers are the heart of our communities,” said Jazmin Albarran, executive director of Seed Your Future. “By inviting customers to round up, they’re planting the seeds for the next generation of plant professionals. Together, we can double our impact this year and secure a stronger future for our industry.”

All funds raised directly support the creation of new career exploration tools, classroom resources, and industry outreach programs.

To learn more or get involved, visit www.seedyourfuture.org.

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***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.*

To support Seed Your Future’s ongoing efforts, please visit the [Seed Your Future Donation Page](#).

For more information, visit seedyourfuture.org