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Seed Your Future Launches #IAmHorticulture Campaign to Spotlight the People Powering a Growing Industry

National social media campaign invites horticulture professionals to share their stories and inspire the next generation of industry talent

Alexandria, VA – April 29, 2026 – Seed Your Future (SYF), the national nonprofit dedicated to horticulture workforce development, announced the launch of #IAmHorticulture, a social media campaign that puts a human face on one of America’s most dynamic and career-rich industries. Through the voices of working professionals – from growers and landscape designers to floral cold chain specialist and turf managers – the campaign reveals the remarkable breadth of careers that horticulture makes possible.

Horticulture is a multi-billion-dollar industry that touches every corner of daily life – the food we eat, the spaces we inhabit, the environments we protect – yet it remains one of the most under-recognized career pathways available to today’s students and job seekers. #IAmHorticulture is designed to change that, by centering the authentic stories of industry professionals who have built meaningful, thriving careers in the green world.

Launching May 23 – July 17, 2026, the campaign will feature industry professionals sharing their #IAmHorticulture stories across Instagram, LinkedIn, Facebook, and X. Each post highlights a professional’s career journey, their specialty within the industry, and a message for the next generation. Participants represent a wide range of horticulture sectors, including nursery production, landscape architecture, floriculture, turfgrass management, urban forestry, and more.

The campaign is part of SYF’s broader mission to connect students and educators with the full spectrum of career possibilities in horticulture – a mission that includes programs like Seed to STEM, Growing Careers Webinars, and a robust Career Profiles library. #IAmHorticulture extends that mission into the public conversation, harnessing the reach of social media to make horticulture careers visible, aspirational, and accessible.

Seeking 40 Professionals Under 40

At the heart of the #IAmHorticulture launch is a call to action: SYF is calling on 40 horticulture professionals under the age of 40 will be the founding voices of the campaign – though the more who participate, the better. These individuals should represent the full diversity of the industry across sectors, career stages, geographies, and backgrounds and collectively paint a picture of what a modern horticulture career looks like today.

Horticulture professionals are invited to visit seedyourfuture.org/greenpro_under_40 to learn more, access campaign resources and details.

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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: [Seed Your Future Donation Page.](#)

For more information, visit seedyourfuture.org