



Anna C. Ball
Ball Horticultural Company
National Leadership Cabinet Co-Chair



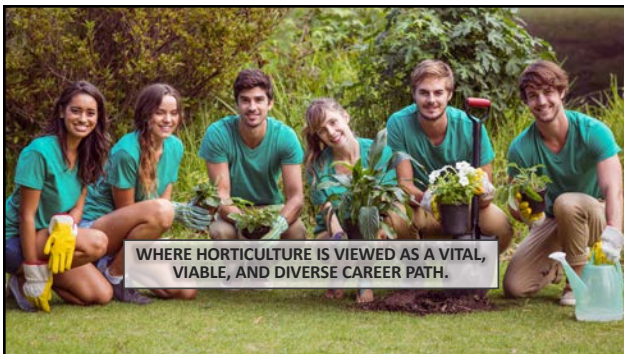
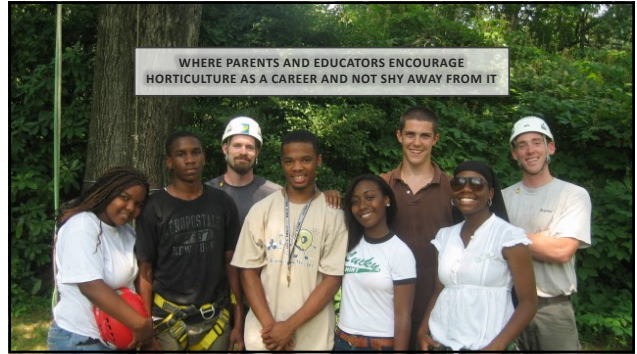
SEED YOUR FUTURE
Promoting Horticulture in the US

Thanks to the following organizations for providing footage used in this video:
Bowles Farming Company, Inc., for tomato harvest drone footage;
Hort Americas, LLC, for Purdue University LED research footage; and
Skyris imaging for hops drone footage.

"Light And Day/Reach For The Sun"
Performed by The Polyphonic Spores
Under license from The Bicycle Music Company

Susan E. Yoder
Executive Director





Who Is Seed Your Future?

www.SeedYourFuture.org © 2018


Our Mission

Promote horticulture and inspire people to pursue careers working with plants.

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Foundation of Research

- Phase 1 – Industry
- Phase 2 – General Public (adults)
- Phase 3 – Middle schoolers, their parents, their teachers, their school guidance counselors




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RECRUITING TALENT IS THE #1 ISSUE FOR EMPLOYERS



Public Opinion Phase



MARKETING


Horticulture is Weird — Plantology is Cool!

#ILoveMyPlantJob





Campaign Imperatives


- Use words that resonate
- Use messages that describe how horticulture can impact change
- Stress diversity of jobs
- Highlight job availability
- Tell the story with the right imagery and spokespeople
- Give tools to teachers and youth program leaders to help them incorporate into existing curriculum.

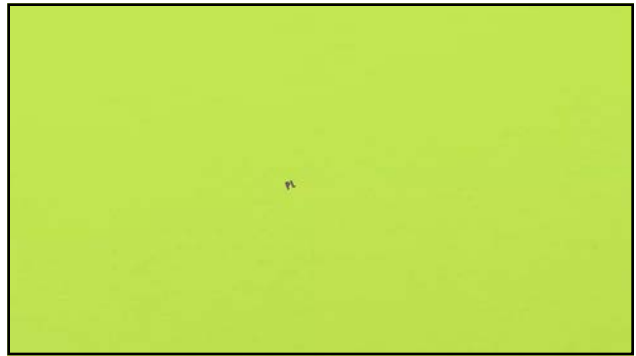


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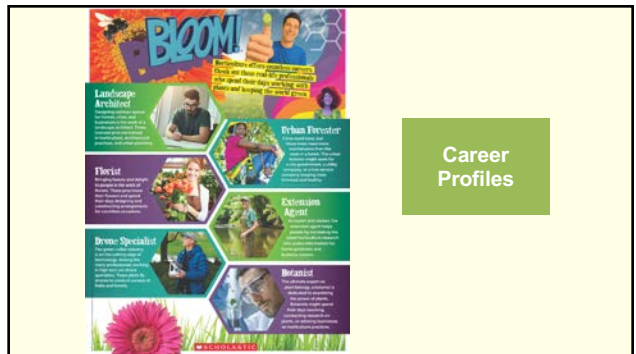
BLOOM!  

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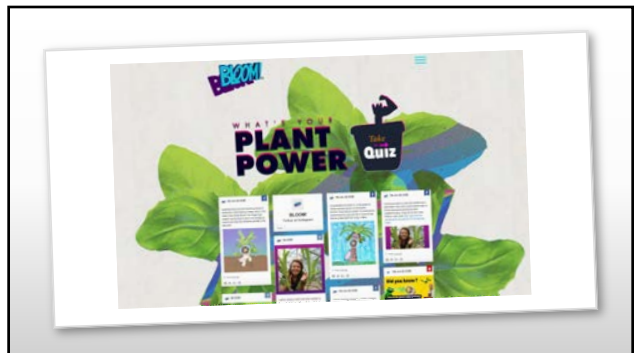
Digital Student Magazine

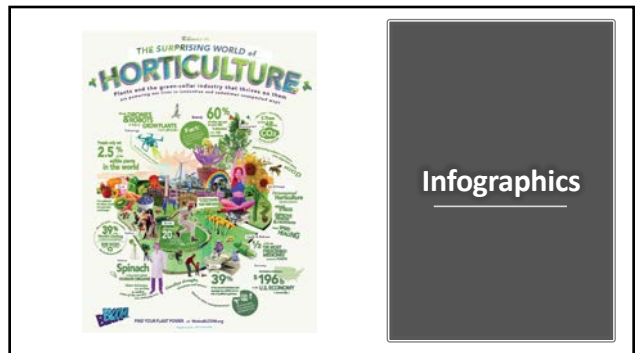


Career Profiles



Lesson Plans Activities Contests








MY JOB IS NOT WHITE COLLAR OR BLUE COLLAR

MY JOB IS GREEN COLLAR
#LoveMyPlantJob

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Customizable with your own imagery

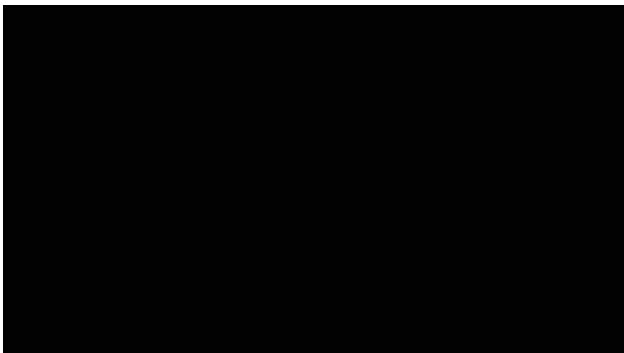


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Sample



What We Can Do



#FutureGreenCollar

Grow Awareness

- Social Media - like, share, follow, etc @WeAreBLOOM @SeedYourFuture
- Social Media – create your own content on your channels
- #ILoveMyPlant Job pics of you & your staff at work – share everywhere
- Suggest video subjects for our Horticulture Heroes videos
- Make a Horticulture Heroes video yourself (we'll help!)



Plant Mash-Up! Sweepstakes & Contest

"Honey Hydrangea & Cactus Hybrid"
This cactus is a unique and beautiful hybrid. It also has very long hands and arms. It is a great addition to any garden. The seeds are available for purchase at www.seedyourfuture.org.
Contest & Sweepstakes Rules, 2018

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Actively Spread the Movement

- Go to middle schools – use the BLOOM! materials or use your own (We'll help with materials.)
- Go to out of school time programs and do the same thing (camps, scouts, clubs, faith-based groups, etc.)
- Partner with local groups to do the same (e.g., garden clubs)



BLOOM!

Let's BLOOM!

Plant

Share

Grow

Learn

Engage

Connect

Share

Learn

Engage

Connect

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Participate in Seed Your Future

- Make a financial contribution
- Give your time – volunteer for 1 time, short-term, and longer-term opportunities



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Discussion and Q & A



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