



BLOOM!



Green-Collar Careers

Horticulture is the art, science, technology, and business of plants. Look inside to explore this field and the careers it offers.

PLUS: Hear from professionals about what they do and why they love it.



Horticulture Heroes

Planting Goodness for Communities and for the Planet

Today's job market is an ever-changing place. Tomorrow's will be, too. But certain industries remain healthy and continue to create good jobs. One of these is the green-collar industry, aka horticulture. Plants are all around us, and passionate professionals are needed to keep it that way. This industry promises to provide careers for years to come.



Arborists help care for, protect, and maintain trees.

Wait, What?!

Scientists are exploring the use of spinach to grow vascular tissue for human organ replacements.

Seriously?!

Cities with lots of green space may have less crime than cities without.

It takes a lot of work to put food on our tables, and a wide variety of professionals make that happen. Growers plant, tend, and harvest food in many settings, from large farms to cutting-edge greenhouses and even hydroponic labs. Food inspectors—both public and private—make sure food is clean and safe before it reaches our tables. Scientists work to develop plants that are more nutritious and more efficient and easier to grow than in the past.

Growing food is a hot area for innovation in the green-collar industry. Entrepreneurs are developing vertical farms that can be built in cities, delivering fresh food to local families and businesses. Some of these facilities rely on cutting-edge hydroponic—soil-

free—technology to produce food quickly and efficiently. These tech-savvy workers might spend their mornings reprogramming a bank of carefully timed lights and their afternoons delivering fresh food to local chefs. Other 21st-century green-collar pros might be drone specialists who know how to fly a drone to conduct a survey of a field or forest.

Preserving natural habitats is another line of work that will continue to employ green professionals for many years. These pros take care of trees, maintain our landscapes, and even sometimes build entire ecosystems from scratch. They have training in botany, plant sciences, and other similar fields. Forestry experts help manage forests, harvesting and replanting trees when needed. Grassland experts often work in prairies, conducting controlled burns to simulate the ecologically necessary effects of small wildfires. Arborists treat trees for invasive species, striving to save populations of hemlock, pine, and other threatened trees and the many animals and plants that rely on them.

Imagining and designing landscapes is done by professionals such as landscape architects and urban planners. These experts are trained in multiple disciplines. They understand how to integrate the plant world with the built-up world—providing not just beauty to our cities but also greenery that improves our mental health. Landscape architects know



Botanists research plants to discover their properties and use what they learn to solve problems.

how to choose the right plants for any setting, balancing many priorities, such as beauty, budget, and water use. Urban planners work at a larger scale, using plants to make the city more functional. These experts understand that plants can reduce air pollution, make businesses more appealing to customers, and filter runoff water before it enters the sewer system.

Creating scenes of beauty using flowers is the work of florists. These professionals spend their days designing

flower arrangements of all kinds. Floriculturists, on the other hand, develop new breeds of flowers, using the latest technology. The work of these professionals improves society in many ways. Studies show that the presence of flowers improves people's mental health and can even help hospital patients recover faster.

Research in plant biology remains a crucial field of work as well. Botanists and other researchers spend their careers solving some of our biggest

problems, including how to fight plant diseases and hold off invasive species. Some even travel deep into the world's jungles to look for plants that might help cure human diseases, such as cancer.

The future is bright for anyone looking to work in the green-collar industry. Whether you want to help save the world—by feeding a growing population, fighting climate change, or protecting nature—or simply want to spend time outside working in the natural world, there is a career waiting for you.

Well, That Makes Sense:

Researchers have found that being around nature lowers stress levels and reduces anxiety. Hospital patients with access to greenery have shorter stays and lower heart rates.

Good to Know!

Urban greenery also helps businesses—improving property values, boosting occupancy rates in rental real estate, and helping to create jobs.



Landscape architects use their knowledge of plants and aesthetics to create both beautiful and functional spaces.

Breaking Ground

We talked to two young professionals who are keepin' it green in horticulture careers

Name: Nicole Sherry

Title: Head

Groundskeeper;
Baltimore Orioles

Education: B.A. degree
in agriculture (with a
minor in horticulture);
Applied Agricultural
Associates degree

Tell us about what you

do. My daily routine
usually starts with
observation, labor,
adapting, and learning
about grass and soil and weather.
It ends with the challenge of
facilitating a baseball game through
to the finish.

**What inspired you to work in
horticulture?**

The inspiration started by being
fascinated by how certain plants
could adapt to adverse conditions.
For instance, how certain seedpods
can only release their seeds to
establish new life from fire.

**What is your favorite thing about
your work?** I learn something new



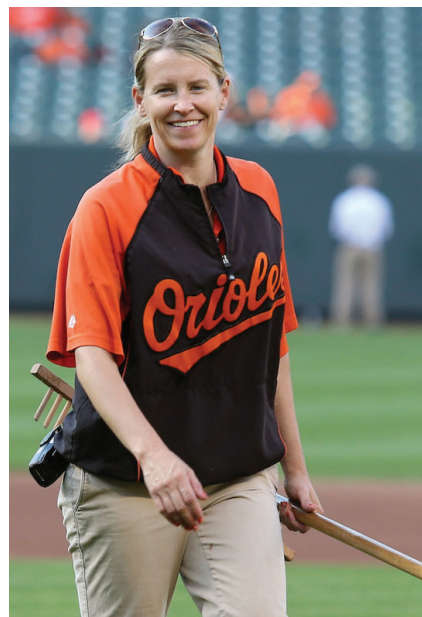
about science, grass, and weather
every day. I also get to be a hidden
part of the baseball game by
providing an optimal surface for
our Orioles to play on.

**What was the best surprise you
encountered in the industry?**

The biggest surprise was that my
love for plant science and the game
of baseball could be combined.

**Why do you think horticultural
work is important for the world?**

Learning about plants can help
us in so many aspects of life—



nourishment, mental health, and
environmental health.

**What advice would you give to
someone thinking about entering
the profession?** Keep an open
mind that is always ready to adjust
because science is constantly
changing.

NICOLE SHERRY PHOTOS COURTESY OF TODD OLSZEWSKI, THE BALTIMORE ORIOLES © 2014.

In the Field!

Name: Josh Guy

Title: Trials Manager

Education: B.S. degree in Agricultural Sciences

Tell us about what you do. As Trials Manager for
Handpicked Vegetables, I work
to plan, grow, and test new
vegetable varieties. I get to test
both in the hydroponics lab and
outside in the garden.

**What is your favorite thing
about your work?** No two
days are exactly alike. I love the
ability to transition between
indoor and outdoor work.



**What was the best surprise you encountered in
the industry?** There is a sense of camaraderie and
cooperation. While competition can be fierce, the
level of respect and friendliness I've encountered is
unmatched.

**Why do you think horticultural
work is important for the
world?** Horticulture provides a
great deal of the diversity
in food options. A world without
the huge array of fruits and
vegetables would leave us
with some pretty boring
dinner plates.

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