**CAREERS IN HORTICULTURE**

# Script to Narrate the PowerPoint file,

**Careers in Horticulture rev Sept 2017.pptx**

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PowerPoint Slide 1: Title Slide, “Careers in Horticulture”

PowerPoint Slide 2: Title Slide, Program Partners

PowerPoint Slide 3: How Important is the Green Industry?

PowerPoint Slide 4: Title Slide, “Why Horticulture?”

PowerPoint Slide 5: Importance of Horticulture

* Our world is highly dependent on horticultural expertise to provide the technology and people necessary to meet the rapidly increasing global demand for fruits, vegetables, nuts, herbs, and ornamentals in the face of the changing global environment and limited natural and financial resources
* Horticultural science is critical in improving the nutritional content of food, enhancing the safety of our produce supply, and increasing the availability of healthy, local, and sustainably produced foods
* The role that horticulture plays in promoting positive mental well-being, on a large scale from public botanic gardens, parks, and sports fields, to small-scale individual home gardens is critical to our life today
* Jobs in horticulture are available: an average of 35,400 new U.S. graduates with expertise in food, agriculture, renewable natural resources, or the environment, are expected to fill only 61% of the expected 57,900 average annual openings. Concurrently, the horticulture industry shows a shortage of trained professionals with a gap between students graduating and employees needed for many areas of horticulture

PowerPoint Slide 6: Title Slide, “What is horticulture?”

PowerPoint Slide 7: “What is horticulture?”

* Horticulture is derived from the Latin word *hortus*, meaning “garden” and *cultura,*  meaning “cultivate”
* Horticulture is the art and science of growing plants. it is the food we eat,

the landscapes we live and play in, and the environments we thrive in.

* Horticulture is the business of managing and using what we grow while maintaining the health of our soil, air, and water the well-being of our children, our communities, and our world.
* Horticulture is the branch of agriculture that deals with the art, science, technology, and business of growing plants
* It includes the cultivation of fruits, vegetables, nuts, seeds, herbs, and non-food crops such as turf, ornamental trees and plants

PowerPoint Slide 8: Careers in Horticulture: The Green Industry

* Segment One – Career Opportunities in Alabama
* Segment Two – Education Pathways Green Industry Careers

In this presentation, we will define the Green Industry in Alabama, consider the wide variety of career opportunities, and outline an educational path to pursue your interests.

PowerPoint Slide 9: Show “Grow Your Career in the Green Industry” video

PowerPoint Slide 10: Segment Two – Career Opportunities

* Greenhouse Production
  + Bedding Plants
  + Floriculture Crops o Trees and Shrubs o Perennial Plants
* Nursery Production
  + Growing trees & Shrubs
  + Propagation
* Turf Production
  + Lawns
  + Golf Courses
  + Athletic Fields

Horticulture is a field having great diversity of career possibilities. It appeals to a wide array of interests, ranging from science to art, and from business to teaching. Some of the main attractions toward horticulture are the lifestyle, the camaraderie, and of course the beauty of individual plant specimens as well as the elegance created in a garden scene. There is a growing demand for landscape material, fresh flowers, and nutritious, tasty fruits and vegetables. As a result, horticulture jobs are increasingly available.

If you love biology class, find photosynthesis fascinating, or long to spend time outdoors with your hands in the soil, a career in nursery and greenhouse production could be the profession for you.

Jobs in the nursery and greenhouse sector are abundant and offer the opportunity to work with many types of plants, both well known and exotic.

There are opportunities related to plant production, conservation of natural resources, parks and recreation, beautification of residential and commercial landscapes, and restoration and maintenance of public gardens and arboreta.

Whether they are driven by an appreciation of beauty, or an interest in scientific research, or a talent for business management, horticulturists find a broad range of career choices. During a typical day, the professional might contribute to any combination of the following activities.

PowerPoint Slide 11: Retail Garden Centers Trees, Shrubs and Plants

Supplies and Equipment Services Available Professional Advice

* If you enjoy caring for plants or like to give gardening advice to anyone who will listen, then you should consider a career at a garden center.
* Working at a garden center offers many job opportunities, especially for people who enjoy customer service with elements of plant care and business management sown in.

PowerPoint Slide 12: Landscape

Landscape Design

* Landscape designers use the environment as their canvas, typically beginning with a blank slate and ending with a functional and beautiful outdoor space for people to enjoy.
* Your creativity can thrive in a landscape design career, where organization and design skills are used to create exterior spaces using plant materials and hardscape elements (like rocks, woodwork and fountains).

Landscape Installation

* If you are good at working with your hands or enjoy bringing traditional and “outside-the-box” ideas to life, then a job in landscape installation would suit you well.
* Landscape installers (a.k.a. landscape contractors) implement the design plans created by landscape designers and architects by installing plant and hardscape materials.

Landscape Maintenance

* If you like caring for plants or enjoyed mowing lawns during your youth, then a job in landscape management could be your ideal career match.
* Landscape management and lawn care companies work to preserve and enhance a client’s landscape investment.

Gardening Services

* If you have a passion for pruning, a knack for keeping things neat, and you miss trimming your mother’s flowers with kitchen shears as a child, then you should consider a career in gardening services.
* Professional gardening service companies install and maintain landscapes and gardens at homes, offices, parks, and malls.

PowerPoint Slide 13: Sports Turf

Athletic Fields

* Sports turf encompasses all fields of play with the exception of golf courses.
* The managers of athletic fields are called upon to maintain beautiful, safe, and advantageous playing surfaces for the teams they represent.

Golf Courses

* A career maintaining or managing golf courses will keep you close to the game! Stay connected with your community and become part of a course known for both its beauty and challenge
* The golf segment of the Green Industry continues to grow and provides many career opportunities for those that like to work with plants and people.

PowerPoint Slide 14: Related Industry Sectors Irrigation

* Irrigation professionals specialize in the design and installation of landscape sprinkler systems for homes, businesses, golf courses, parks – all kinds of properties.
* Without water, plants will die. That’s why people who know how to use water without wasting it are so important.

Arborist

* If climbing trees and taking care of the largest plants on earth sounds like fun, then a career in arboriculture is perfect for you.
* With a focus on the health, safety and maintenance of woody plants and trees, arborists care for trees and shrubs of all sizes, particularly in urban settings.

PowerPoint Slide 15: Education and Research

* High School Career Tech Program
* Community College – Wallace State Community College
* University – Auburn University, College of Agriculture, Department of Horticulture
* Time Check: PowerPoint half-way mark.
* You should be about 10 minutes into this presentation.

PowerPoint Slide 16: How Do I learn about Green Industries

* + Consult websites.

<http://www.alabamagreenindustryjobs.org>

<http://landscapeindustrycareers.org>

[http://www.theLandLovers.org/](http://www.thelandlovers.org/)

<http://hort.auburn.edu>

<http://www.wallacestate.edu/programs/technical-division/agricultural-production>

<http://www.ashs.org/careers/>

# Seek Guidance by reaching out to industry

If you are interested in a career in horticulture, begin discussions with your guidance counselor. If any relatives or friends of the family are employed in the field, meet with them to learn more about the typical workday and the opportunities available.

Go to your local garden center at a time when business is less hectic, and interview the salesperson or manager to see how they like the profession. Examine the cons as well as the pros of the horticultural field; the appeal of working outdoors has another side, since work continues not only in pleasant weather but in also when it is rainy, muddy and extremely hot or cold. Many jobs can be exhausting.

From all your advisors, whether guidance counselors or acquaintances in the business, gather advice on which education path is most appropriate, so you can determine the most appropriate school and the most appropriate certificate or degree to pursue.

PowerPoint Slide 17: Experience

Try It Out

* + Summer jobs
  + Internships
  + Volunteering

# Try It Out

You can test the waters with summer jobs, internships, and volunteering. Consider searching for a summer job with a nursery, flower shop, county park, arboretum, or landscape design-build firm. Consider searching for internships.

PowerPoint Slide 18: Education Path

* + Non-Degree Programs Industry & Evening Programs
  + High School Agriculture and FFA
  + Associate’s Degree – Community Colleges
  + Bachelor’s Degree- Colleges and Universities
  + Master’s Degree – Colleges and Universities
  + Ph. D. Degree - Universities

# Non-Degree Programs

Whether or not you pursue any of the options below under “Degree Programs” and “Certificate Programs”, you may wish to register for classes in various arboreta and public gardens.

# High School

Several entry-level jobs are available for high school graduates, particularly in the fields of landscaping and turf grass management. For these positions, the training takes place on the job.

# Degree Programs

For positions in management and more technical areas, many employers prefer job candidates who have earned an associate's degree in applied science. Yet, many nursery and landscape managers acquire skills on the job and advance as their knowledge grows. Other managers bring to horticulture the job skills they acquired while preparing for or working in a different career.

*Associate’s Degree* - Two-year associate degree programs are available at a number of junior and community colleges, as well as some other schools. Technical courses there will apply directly to careers and often include hands-on experience and training in the field. Two-year programs tend to involve lower costs and schedules that are more flexible.

*Bachelor’s Degree* - Bachelor's degree programs at four-year universities and colleges offer broader educational experiences and more thorough preparation for a career path. Specialty areas offer deeper experiences in disciplines such as nursery and landscape management, design, agricultural and plant sciences, and business courses.

*Master’s Degree* – A Master’s Degree can offer even broader career opportunities, such as teaching at the university level.

*Ph. D. Degree* – Advanced positions in research and teaching are open to those who have earned a Ph. D. degree.

PowerPoint Slide 19: State Issued Industry Certifications

**Alabama Department of Agriculture & Industries (ADAI)**

* Landscape Design (LD)
* Ornamental and Turf Pest Control – Supervisor (OTPS)
* Setting of Landscape Plants (SLP)

For the up-to-date details of study materials, exams, and license requirements, please review these websites:

Alabama Department of Agriculture and Industries: <http://www.agi.alabama.gov/divisions/pesticide-management/certification-and-testing>

Alabama Extension Pesticide Safety Program: <http://www.aces.edu/anr/pesticidemgt/CommercialApplicatorInfo.php>

Alabama Green Industry Training Center, Inc. – <http://www.agitc.org>

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