Jan-Feb 2026

Garden Media Group

Monthly Report

SEED YOUR FUTURE®

Highlights

Successful Launch of the Powered By You Campaign

January marked the successful launch of the Powered By You campaign, **building early momentum around Seed Your Future's mission**. Participation from 3 board members and 3 donors so far has demonstrated strong commitment to supporting the initiative and advancing the organization's goals. Internally, we have established a streamlined system that allows us to efficiently produce and distribute campaign content.

Year-to-Date Media Coverage

We have secured **15 media placements** with a total **reach of 335.7K** year to date. Coverage highlighted Seed Your Future at MANTS and TPIE, and the Powered By You campaign. These placements continue to reinforce SYF's role as a leading voice in building the next generation of horticulture professionals. We expect additional coverage opportunities to build throughout the year as events and campaign milestones unfold.

Strategic Partnership with AmericanHort

This year we secured a new strategic partnership with AmericanHort. Together, we are collaborating on several initiatives, including a co-branded Student Day at Cultivate in July, as well as newsletter features and a webinar highlighting Seed Your Future's internship resources. This partnership marks a **major step forward in expanding industry alignment** and visibility for Seed Your Future.

15 Placements

Reach: 335.7K

Pitch Topics:

- TPIE
- MANTS
- Powered By You

JAN-FEB 2026

JAN 14, 2026

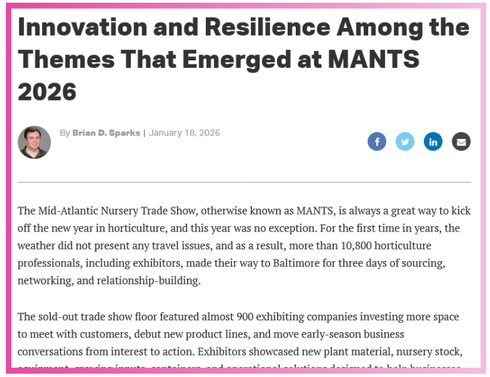
Seed Your Future Partners with FNGLA to TPIE career fair

Seed Your Future has announced a partnership with the Florida Nursery, Growers Association (FNGLA) to introduce a reimagined career fair experience at the Tropi International Expo (TPIE).

The refreshed program is designed to connect students and educators with real-w across the green industry through immersive, on-the-show-floor engagement.

"FNGLA and Seed Your Future are both committed to opening doors for the next Jazmin Albarran, executive director, Seed Your Future. "By learning about new op industry professionals face to face and seeing the work happening on the show fl gain a clearer picture of where their passions can take them."

As part of this partnership, Seed Your Future will deliver a refreshed career fair sc structured programming with hands-on exploration. Students and educators will t of activities designed to introduce them to the people and professions shaping th including:

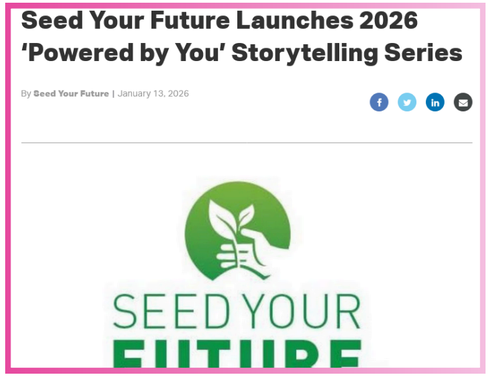


Innovation and Resilience Among the Themes That Emerged at MANTS 2026

By Brian D. Sparks | January 18, 2026

The Mid-Atlantic Nursery Trade Show, otherwise known as MANTS, is always a great way to kick off the new year in horticulture, and this year was no exception. For the first time in years, the weather did not present any travel issues, and as a result, more than 10,800 horticulture professionals, including exhibitors, made their way to Baltimore for three days of sourcing, networking, and relationship-building.

The sold-out trade show floor featured almost 900 exhibiting companies investing more space to meet with customers, debut new product lines, and move early-season business conversations from interest to action. Exhibitors showcased new plant material, nursery stock,



Seed Your Future Launches 2026 'Powered by You' Storytelling Series

By Seed Your Future | January 13, 2026

SEED YOUR FUTURE

Market Comparison (Jan-Feb):

Consumer: 0%

Trade: 100%

* Syndicated placements not included

Placement Highlights:

Greenhouse GROWER

FNGLA coverage on 8 trade publications

The Delmarva Farmer

MANTS coverage on 3 trade publications

floral daily

Powered By You coverage on 4 trade publications

SEED YOUR FUTURE®

Media Hits Overview

Overall Reach 2026: 335,738

JAN 14, 2026

Seed Your Future Partners with FNGLA to reimagine TPIE career fair

Seed Your Future has announced a partnership with the Florida Nursery, Growers and Landscape Association (FNGLA) to introduce a reimagined career fair experience at the Tropical Plant International Expo (TPIE).

The refreshed program is designed to connect students and educators with real-world opportunities across the green industry through immersive, on-the-show-floor engagement.

"FNGLA and Seed Your Future are both committed to opening doors for the next generation," said Jazmin Albarran, executive director, Seed Your Future. "By learning about new opportunities, meeting industry professionals face to face and seeing the work happening on the show floor, students will gain a clearer picture of where their passions can take them."

As part of this partnership, Seed Your Future will deliver a refreshed career fair schedule that blends structured programming with hands-on exploration. Students and educators will take part in a series of activities designed to introduce them to the people and professions shaping the green industry,

TPIE

Overall REACH: 169,106

Innovation and Resilience Among the Themes That Emerged at MANTS 2026

By **Brian D. Sparks** | January 18, 2026

The Mid-Atlantic Nursery Trade Show, otherwise known as MANTS, is always a great way to kick off the new year in horticulture, and this year was no exception. For the first time in years, the weather did not present any travel issues, and as a result, more than 10,800 horticulture professionals, including exhibitors, made their way to Baltimore for three days of sourcing, networking, and relationship-building.

MANTS

Overall REACH: 49,352

Seed Your Future Launches 2026 'Powered by You' Storytelling Series

By **Seed Your Future** | January 13, 2026

Powered By You

Overall REACH: 117,280

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Thank you!

– Courtney, Katie, and Hope