

THE SURPRISING WORLD of
HORTICULTURE
 How plants power our lives in innovative ways

DRONES & ROBOTS
 help us **GROW PLANTS**

Beauty

Plant-based cosmetics are one of the fastest-growing segments of the beauty industry

More Trees – Less Pollution!
 1 Tree Can Scrub 48 lbs. of CO₂ from the air each year

Technology

People only eat roughly **2.5 %** of the edible plants in the world

If we cultivated the others, maybe we could solve world hunger



to feed a growing world

Environment

Simply looking at flowers and nature can improve your **MOOD**

Food



Art & Design

Ornamental Horticulture has been proven to:
 REDUCE STRESS
 IMPROVE MEMORY & CONCENTRATION
 and **SPEED HEALING**

Sports

Athletes are **20%** more likely to sustain injuries on artificial turf **vs.** natural grass

Fashion

More **PLANTS** – more comfort
39% of the World's Clothing is made from cotton plant fibers
MORE NATURAL
 SUSTAINABLE & COMPATIBLE
 than chemical-based synthetics

Science

Spinach
 is being used in experiments to re-engineer **HUMAN TISSUE**

Plant Scientists are working to solve some of the world's most challenging issues

Goodbye drought, starvation and cancer!

Jobs

39%

of the annual horticulture job openings are unfilled due to lack of qualified applicants

Want to solve unemployment?

Show more people all the awesome jobs working with plants

Health & Wellness

1/2 of the top 100 MOST PRESCRIBED MEDICINES come from **PLANTS!**

Economy

Horticulture contributes **\$196 b** to the **U.S. ECONOMY** (annually)

BLOOM!