A Career with a Growing Future

What can be done to raise awareness about the many exciting careers in the seed industry?

Across the country, Grade 3 students are planting seeds and waiting with excitement for them to grow. How many of those students understand that someday they could work in an industry that focuses on seed development and production and that seed plays a role in feeding a hungry world? With more of the population living in urban centers, few children connect those tiny seeds they planted with the bread they eat or the vendors at the local farmers’ market they visit with their parents. Concerns about the declining enrollment in the agriculture sciences and seed related education programs encouraged the American Seed Trade Association to consider ways to educate beyond the standard Grade 3 curriculum.

“There are a number of employment opportunities in the seed industry because it is such a rapidly changing, technology-driven environment,” says Andy LaVigne, ASTA president and CEO. “There are also opportunities in the seed industry in developing countries. There is growth in the seed industry in all areas and there are several specialties that are in high demand, such as bioinformatics and plant breeding.”

LaVigne says the challenge for the seed industry is to find upper and senior management candidates as the industry grows. He says companies need to train employees to become future leaders. But enrollment at the university level in agricultural...
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The future is bright for those Grade 3 students who are planting one seed at a time. Certainly, the approach being spearheaded by ASTA could ensure the continued success of agriculture if the knowledge is planted on how that one seed could be the beginning of a lifetime career in an exciting industry.

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