

Welcome to

THE SURPRISING WORLD of

HORTICULTURE

Plants and the green-collar industry that thrives on them are powering our lives in innovative and sometimes unexpected ways.

We use **DRONES & ROBOTS** to help us **GROW PLANTS** (more efficiently)

Technology

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

Beauty

60% of what you put on your skin is absorbed into THE BLOOD-STREAM

Fact:

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

Environment

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

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

Food

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

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

Fashion

Sports

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

Grass fields increase oxygen & improve performance
PLANT MORE GRASS!

Art & Design

Ornamental Horticulture has been proven to:

REDUCE STRESS
IMPROVE MEMORY & CONCENTRATION
and **SPEED HEALING**

Health & Wellness

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

Science

Spinach is being used to replicate **HUMAN ORGANS**

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

Jobs

39%

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

Economy

Horticulture contributes

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

Goodbye drought, starvation and cancer!

Want to solve unemployment?

Show more people all the awesome jobs working with plants

BLOOM!

FIND YOUR PLANT POWER at WeAreBLOOM.org

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