

FOR IMMEDIATE RELEASE

**FIRST THE SEED FOUNDATION LAUNCHES NEW
GROW SEED CAREER PROGRAM**

NEW YORK, NY (March 2010) – First the Seed Foundation is seeking to engage and educate high school and college students about the importance of seeds and the many exciting career opportunities in the seed industry through their new *GROW* Seed Career Program, developed and distributed by JMHEducation, nationwide to high school counselors and college advisors.

“The seed industry is a thriving high-tech business that plays a vital role in providing food, clothing and fuel to people throughout the world,” said Ann Jorss, program manager and Vice President of Finance and Administration for the American Seed Trade Association. “This is a wide open field, full of interesting and rewarding career opportunities; today’s high school and college students should be made aware of them so they can consider a career in the seed industry.”

The first component of the *GROW* Seed Career Program is a career kit, which includes a four-color counselor’s guide, a DVD with downloadable materials, a website, and a series of career profiles based on real people who work in the seed industry.

Developed by JMHEducation, a New York-based education marketing company, this career kit provides high school and college students with an introduction to the seed industry, an overview of the types of careers available, and a variety of time-saving tools and resources that will allow them to further explore seed-related careers, college programs, scholarships, internships and more.

This informative career kit is also a valuable tool for parents, providing a step-by-step take-home career preparation guide that offers practical tips on how to help students determine their career paths.

“We expect the *GROW* program to live up to its name,” said JMHE VP Jane Meyer, “by growing student awareness of career opportunities in the seed industry and by providing high school counselors and college advisors with a tool they can use again and again.”

Counselors and advisors may order printed copies of the *GROW* Seed Career kit or download it free of charge at www.firsttheseedfoundation.org.

About First the Seed Foundation

First the Seed Foundation is a not-for-profit organization established in 2008 by the American Seed Trade Association (ASTA), one of the oldest trade associations in America, to inform today’s consumers and tomorrow’s work force about the important role of the seed industry. First the Seed Foundation is located in Alexandria, VA.

About JMH Education:

JMH Education is a New York-based education marketing company, which specializes in creating customized education and community outreach programs for corporations, government agencies, and not-for-profit organizations. Media representatives are invited to visit the JMH Education web site at www.jmheducation.com.

CONTACT:

Jane Meyer

JMH Education

Phone: 646-348-7088

E-mail: jmeyer@jmheducation.com

#####