

# Shannie McCabe

## Horticulture Educator

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## EXPERTISE

- I have a decade of experience in the garden seed industry, specializing in marketing, educational content creation, and technical writing. I have combined my nearly 15 years of hands-on farming and agriculture industry experience with creative and technical writing abilities to build an extensive writer's portfolio. I have traveled globally, representing my employer as a seed buyer and writer.

## EXPERIENCE

### **Baker Creek Heirloom Seed Company, Mansfield, MO - *Horticulture Expert and Lead Catalog Writer***

October 2014 to October 2023

- Baker Creek Heirloom Seed Company is currently the largest heirloom seed company in the U.S. For nearly a decade I worked directly under owner and founder Jere Gettle to write Baker Creek's prestigious seed catalogs as well as instructional and creative copy for the company. My work also included blog posts, long-form articles, and a children's book about gardening. I also created a comprehensive growers' library for rareseeds.com, which includes many rare crops.
- In 2014 I was hired as a co-farm manager of the Baker Creek Missouri trial gardens. There I worked with the lead seedsman on select seed crop grow outs. I managed the garden crew and conducted trial plots of countless heirloom crops.
- I have developed expertise in writing for various social media platforms, ranging from Facebook live videos to long-form YouTube video series and Instagram reels.
- I was involved in a concerted effort by the media team to set a standard of writing research based on peer-reviewed, scholarly articles. This significantly improved accuracy in educational and descriptive content for the company (a strong objective of mine since onboarding in 2014).
- I have worked closely with BCHS' network of growers and enjoy acting as a liaison between industry and farmers.
- I have traveled extensively for the company, researching new varieties and observing grow outs and trials. These included visiting small farmers in the Peruvian Amazon and sourcing rare tulip varieties in the Bollenstreek region of the Netherlands.

- I was a featured speaker at the National Heirloom Expo in Santa Rosa, California as well as the Spring Planting Festival in Mansfield, MO. I also often hosted farm tours and school groups.
- I was a trusted spokesperson for the company and became BCHS' go-to garden expert for interviews and article advice. Examples include; [Washington Post](#), [Better Homes and Gardens magazine](#) and [KCRW public radio Santa Monica](#).

**The Farm at Okefenokee, Folkston, GA** - *Creative Consultant of "Garden Gladiators" (Gardening Reality TV Show) and lead Farm Manager*

February 2020 - October 2020

- In early 2020 I became involved in the creation of a Gardening Reality TV show, called "Garden Gladiators," which was ultimately sidelined due to the COVID pandemic.
- I served as the in-house horticulture expert and was cast as one of the expert judges. I spent nearly a year working with the team to create content related to the show. This included social media posts and draft concepts for the show.
- I was tasked with assisting in casting, and I tapped into my extensive list of industry contacts to bring expert judges from the sustainable agriculture industry on board with the project.

**The Farmers Daughter, South Kingston, Rhode Island** - *Flower Farm Manager*

SPRING 2017-WINTER 2018.

- The Farmers Daughter is a well established and award-winning nursery and greenhouse operation. I helped build their new Floral Department, focusing on growing and floral design, as well as leading workshops.
- I worked as Farm Manager of a 2-acre pick-your-own flower farm and managed the cultivation of 2,000 dahlia plants and mixed cut annuals.

**Freelance Horticulture Writer**

2016-PRESENT

- *The Herb Quarterly*: I contributed quarterly articles about rare herbs.
- *Edible Orlando*: For two years I wrote a back page feature on how to source and grow local produce in the central Florida region.
- *Plantsages*: My husband and I run a horticulture-centered social media account and educational blog called plantsages, with over 100K followers on Instagram and 34K on Facebook.

## EDUCATION

**BS in Environmental Horticulture and Sustainable Agriculture, University of Rhode Island, 2012**



