



Jennifer Moss was born and raised in Jerome, Idaho, basically in her family greenhouse where she has been working on and off since she was 8 years old. While not part of her “original plan”, Jennifer came back to Moss Greenhouses, a nearly 13 acre and 400,000 square foot greenhouse and retail operation, full-time in 2010 and serves as Director of Sales and Marketing. She and her brother are working together to take over leadership of their family company, one that prides itself on integrity and has more than 100 employees in peak season. Under Jennifer’s leadership she has grown sales in the grocery channel selling two brands into over 80 stores. She’s also led expansion into a multi-location farm store chain. She loves being a part of a growing industry that brings beauty and food to the world and focuses her work on generating the next customer. Jennifer enjoys building teams and training people. Prior to returning to the greenhouse, Jennifer was an assistant general manager in the restaurant industry where she further honed her knowledge and appreciation of customer service and team building. Jennifer is President-Elect of the Idaho Nurserymen and Landscape Association and is a speaker on GMO’s fact vs fiction and on the houseplant and plant parent movement. She is a University of Idaho Vandal Alumni with two bachelor’s degrees focused on marketing and public relations, event planning and communications. She is a member of AmericanHort’s Generation Next community connector group and believes the association has potential to guide the conversation of where industry is heading, an effort she wants to be a part of. She’s a long-time Rotary International member and values giving back to her community. In May of this year Jennifer was named one of GPN magazine’s 2020 40 under 40 honorees, a program that recognizes 40 industry professionals under the age of 40 who are deemed movers and shakers who are helping influence the future of the horticulture industry. On a personal note, she is an avid skier, snowshoer, runner, reader and cook.

