



Women in Horticulture Interview Series

September 2020 Guest: Rachel Gooder

Rachel Gooder has worn many hats over the forty years she and her husband, Mike Gooder, have worked side-by-side in the horticulture industry. Introduced to horticulture as a result of her love of golf, Rachel received a degree in Turfgrass management from Iowa State University, where she met her husband.

One of eight children, Rachel grew up no stranger to family-run businesses, something that has served her well as she and Mike grew their “three-way marriage”. Rachel and Mike took over Cresco Greenhouse days after graduating from Iowa State University and getting married. Together they’ve grown the business from the original 12,000 square feet greenhouse operation and full-service florist to an over 500,000 square foot operation support their Cresco Greenhouse, Plantpeddler Wholesale and Plantpeddler Young Plant operations. The next generation entered their family business when son John joined them in 2014.



As the business grew and changed over the years, so did Rachel’s responsibilities. She has managed their retail locations, the company’s financials, worked in the greenhouse, managed the greenhouse and their trial gardens to name just a few of her roles.

Rachel is not only a business owner, mom, wife, and grandmother, but Rachel is a cancer survivor. She faced her own battle with this disease while losing her sister to breast cancer. In her spare time, she enjoys being with family, golfing, gardening, canning, and supporting cancer research efforts.

Join us to learn more about Rachel’s experiences as a woman in horticulture.