

Nursery Operations

Sponsored By: Tennessee Nursery & Landscape Association



Purpose: FFA members are trained with job-entry experiences in areas such as turf, plants, shrubs, and/or tree production for the purpose of transplanting or propagation. Could include water garden plants if produced to sale. Students with placement or entrepreneurship programs may enter in this area.

Background: Tennessee is often referred to as the nursery capitol of the South. The largest agricultural county in the state is so because of its nursery

operations. FFA members learn skills that will help meet the labor demands of this industry.

Visibility: The sponsor of this award will be recognized in the following ways:

- ✓ Immediate press release recognizing the new partnership.
- ✓ Statewide recognition at the state FFA Convention in front of 2500 FFA members.
- ✓ Statewide media recognition through press releases in agricultural publications.
- ✓ Name of sponsor on plaques received by FFA members.
- ✓ Up to thirty applicants statewide annually.

Budget: The annual cost of this three-year commitment is \$500.00. This amount of support each year will provide for cost of award plaques with sponsor's name on each of three regional levels and on the statewide level and cash awards.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development in the area of Nursery Operations.