

Floriculture – Career Development Event

Sponsored by: Tennessee FFA Foundation



Purpose: The purpose of the Floriculture Career Development (CDE) event is to stimulate the study of and interest in production and retailing of flowers, plants and foliage through the agricultural education curriculum.

Background: The Floriculture CDE is an important event for those agriculture education departments who have a horticulture program. This CDE is designed to test FFA member's ability to:

- Identify floriculture and bedding plant materials
- Identify and treat unhealthy plants due to pest, nutritional, mechanical or chemical injury.
- Understand the biological and scientific principles.
- Understand principles and develop skills of floral design.

- Identify and select appropriate supplies and equipment for the flower shop and greenhouse.
- Understand and demonstrate the use of safety procedures.
- Operate and maintain equipment.
- Understand and demonstrate interpersonal skills.
- Understand and demonstrate proper sales and service skills.
- Maintain records and proper reports.

This CDE is currently held on the state and national levels and consists of teams of four FFA members. All chapters in Tennessee are eligible to compete on the state level at the state CDE held in the spring. Middle and West Tennessee also have regional CDE's. The state winner will represent Tennessee at the National FFA Convention in October. The state CDE is judged by business and industry people proficient in their knowledge of accepted Floriculture management practices.

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 2,500 FFA members.
- Statewide media recognition through press releases in agricultural publications.
- Name of sponsor on plaques received by FFA members.

Budget: The annual cost of this three-year commitment is \$1500.00. This amount of support each year will provide the award plaques with sponsor's name on each of three regional levels, materials for the state CDE, and travel expenses for the winning team to the National FFA Convention.

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 floriculture.