

# Nursery/Landscape

## – Career Development Event

### Sponsored by: TN FFA Foundation



**Purpose:** The purpose of the Nursery/Landscape Career Development (CDE) event is to stimulate career interest, encourage proficiency development, and recognize excellence in students of nursery practices and landscaping through the agricultural education curriculum.

**Background:** The Nursery/Landscape CDE is an important event for those agriculture education departments who have a horticulture program. This CDE is designed to meet the following objectives:

- Plant disorders – to demonstrate the ability to identify unhealthy plant conditions.
- Cultural practices – to demonstrate knowledge of the principles and skills involved in propagation, growth requirements, growing techniques, harvesting, marketing and maintenance.
- Design and construction – to demonstrate knowledge of the principles and techniques of landscape design and construction.

- Supplies and equipment – to demonstrate the ability to identify, select, use and maintain appropriate supplies and equipment.
- Safety – to demonstrate knowledge of safety practices in nursery and landscape operations.
- Interpersonal relations – to demonstrate skills in oral and written business communications.
- Marketing – to demonstrate understanding of marketing principles and proper sales and service skills.
- Records and reports – to demonstrate the ability to prepare accurate and legible records and reports to interpret documents.

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 Nursery/Landscape.